

**"FOR YOUR  
EYES ONLY"**

**"FAMILY  
FEUD"**

**SPY VS.  
SPY**

**DAVE  
BERG**

**DON  
MARTIN**

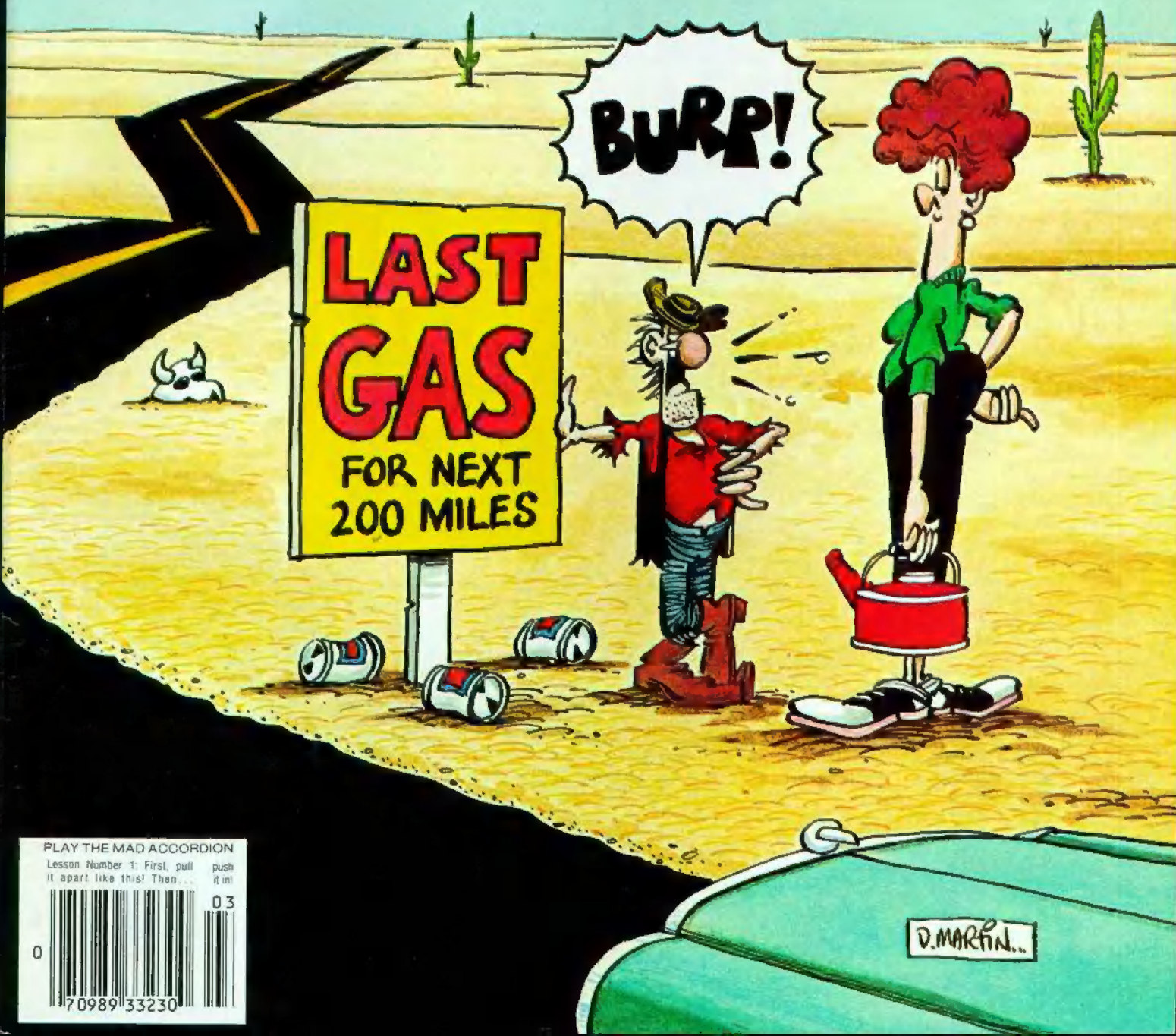
**AL  
JAFFEE**

...and the usual gang of idiots are all in this issue of...



# MAD

No. 229  
MARCH  
1982  
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# MAD

"Today, if a movie is rated 'G', the hero gets the girl; if it's rated 'R', the villain gets the girl; and if it's rated 'X', everybody gets the girl!" —Alfred E. Neuman

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the usual gang of idiots

## DEPARTMENTS

<b>A NEW WRINKLE DEPARTMENT</b>	
Whatever Became Of...?	31
<b>BERG'S-EYE VIEW DEPARTMENT</b>	
The Lighter Side Of...	20
<b>DON MARTIN DEPARTMENT</b>	
One Day In A Sculptor's Studio	11
One Day On A Tiny Desert Island	19
One Day At The Federal Building	36
<b>JOKE AND DAGGER DEPARTMENT</b>	
Spy Vs. Spy	30
<b>LETTERS DEPARTMENT</b>	
Random Samplings Of Reader Mail	2
<b>LIP SCHTICK DEPARTMENT</b>	
A MAD Look At Lousy Kissers	34
<b>MARGINAL THINKING DEPARTMENT</b>	
"Drawn-Out Dramas" By Aragones	**
<b>ONE MOORE TIME DEPARTMENT</b>	
"For Her Thighs Only" (A MAD Movie Satire)	4
<b>OUR SURVEY SAYS... "YECCHI" DEPARTMENT</b>	
"Family Fools" (A MAD TV Show Satire)	42
<b>ONWARD AND UP-THE-CREEK DEPARTMENT</b>	
A MAD Report On Progress	12
<b>POLL-ISH JOKES DEPARTMENT</b>	
A MAD Guide to Understanding Statistics	37
<b>PUT YOUR FUNNY IN THE BLANK DEPARTMENT</b>	
MAD's Do-It-Yourself Comedy Routine	40
<b>THE JOCKS ON THEM DEPARTMENT</b>	
The Idiocy Of Young Athletes	
Who Imitate The Pros On TV	26
<b>THUGS PLUGS DEPARTMENT</b>	
If The Underworld Were Allowed To Advertise	14
<b>ZODIACS MURDER DEPARTMENT</b>	
Your MAD Horoscope	25
**Various Places Around The Magazine	

MAD (ISSN 0024-9319) is published monthly except February, May, August and November by E.C. Publications, Inc., 485 Madison Avenue, New York, N.Y. 10022. Second Class Postage paid at New York, N.Y. Subscription in U.S.A.: 12 issues \$10.75. Outside U.S.A.: 12 issues \$12.00. Entire contents copyright © 1982 by E.C. Publications, Inc. Allow 10 weeks for change of address to become effective, and include mailing label when making change of address or inquiring about your subscription. POSTMASTER: send address changes to MAD, 485 Madison Avenue, New York, N.Y. 10022. The Publisher and Editors will not be responsible for unsolicited manuscripts, and request all manuscripts be accompanied by a stamped self-addressed return envelope. The names of characters used in all MAD fiction and semi-fiction are fictitious. A similarity without satiric purpose to a living person is a coincidence.

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## VITAL FEATURES

**FOR HER THIGHS ONLY**  
(Movie Satire)  
Pg. 4



**YOU BREAK ARMS GOOD, KID!**



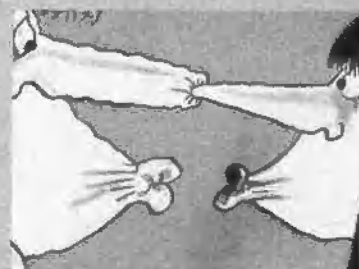
**IF THE UNDERWORLD WERE ALLOWED TO ADVERTISE**  
Pg. 14

**DAVE BERG'S "THE LIGHTER SIDE OF..."**  
Pg. 20



**THE IDIOCY OF YOUNG ATHLETES WHO IMITATE THE PROS ON TV**  
Pg. 26

**A MAD LOOK AT LOUSY KISSERS**  
Pg. 34



**"FAMILY FOOLS" (A MAD TV Show Satire)**  
Pg. 42



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## LETTERS DEPT.



### "ARBOR DAY" HORROR

I just finished reading "Arbor Day" in MAD #227 and I couldn't be more pleased! These shallow gore feasts have festered in darkened theatres too long. I'm glad someone of intelligence is pricking their blood-saturated balloon. The return of the maniac, the knives and chain saws, the sexy stupid girls, the dumb shock ending, you've captured it all, with Jack Davis rekindling the E.C. mood. Destined to be a classic, it's great writing. Thanks!

Kerry Lucarelli  
Duluth, MN

Though I've been accused of editing the nation's most gore-drenched film magazine, I felt your "Ultimate Horror Movie" should have been rated "R"—for *repulsive*! Thanks to "Arbor Day" the movies we cover are starting to look good!

Bob Martin, Editor  
"Fangoria" Magazine  
New York, NY

Where is the nearest "Mom's Pizza Parlor"??

Steve Natkin  
Jackson Heights, NY

The human pizzas in "Arbor Day" were sickening! Next time, use Alfred in them.

Todd Kelly  
Toronto, CANADA

### "ECCHALIBER"

I thought Don Martin did an excellent job on "Don Martin's Version Of A Movie Of Echcaliber"! You should knight him!

John Silcock  
Hudson, NY

In Mad #227 you had 17 swords all throughout the issue. How come?

Mark Keehn  
Hillsboro, MO

We don't know what you're talking about.—Ed.

If I had the sword "Echcaliber," I'd use it on you!

Troy Rubright  
Shoey, PA

Your head is probably pointy enough to do the job!—Ed.

### "CAREERS FOR THE SLOW AND LAZY"

Being slow and lazy, I thoroughly enjoyed "MAD'S Careers For The Slow and Lazy". However, I think "Gas Station Attendant" deserved at least an honorable mention!

Richard Schilf  
Glendale, CA

For the *really* slow and lazy, how about a dentist for Alfred E.?

Jim Bruce  
Roseville, CA

...a magazine dealer that sells only MAD (yeech!) Magazine.

Greg Neale  
Port Charlotte, FL

## COVER CHARGES

Have you ever been so hungry that you would gladly eat the cover of MAD #227?

Larry Bogartz  
Los Angeles, CA

You guys keep coming up with covers like the one on MAD #227 and you're going to run me out of business!

Mike Robertson  
Robby's Pizza and Subs  
Elmira, NY

## WHY YOU CAN'T WIN WITH READING...

You're feeling lazy and stupid because you watch a lot of TV and movies, but you never read. So you start reading the newspaper.

HOWEVER...you find the paper to be nothing more than a written form of the evening news you watch daily. So you switch to books.

HOWEVER...you've already seen the movies based on the majority of books you read, so you find the books boring. So you switch to MAD Magazine.

HOWEVER...you find it hard to believe that TV and movies are really as bad as MAD makes them out to be, so you start watching them to find out.

HOWEVER...you're soon back in the same old routine of watching a lot of TV and movies, but never reading, and feeling lazy and stupid about it. (Which is right where you began...)

Katie Smith  
Yuma, AZ

### "MAGNUM P.U."

I thought your version of "Magnum P.I." was very funny, just like the series.

Tom Salvador  
Somewhere, USA

Hmmm...no one was credited for writing "Magnum P.U.". This means, of course, that no hate mail will reach the guy's desk, *plus* he retains his self-respect and dignity since nobody can castigate him for creating such drivel. I guess MAD is giving out Christmas bonuses early this year!

Marty Aaronson  
Houston, TX

How come you forgot to mention the writer of "Magnum P.U."? Am I correct in assuming it was my favorite writer, Lou Silverstone? Had to be. It was definitely his style and really funny!

Mike Stanley  
Westfield, NJ

Right you are! Lou wrote the script while Mort Drucker did the art. Both men, however, would probably deny any involvement in the mess.—Ed.

### PUTTING THEM ON—THE MAP!

As a member of the Board of Directors of the Venice Chamber of Commerce, I have been authorized and directed to compliment you on your fine Winter Edition and the valuable and useful MAD Map of the U.S.A. We were particularly delighted at the inclusion of Venice, California on the detailed map of Los Angeles. The nearby Marina Del Rey is equally delighted they were not included.

Richard J. Stall Jr.  
Los Angeles, CA

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William M. Gaines, Publisher.

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(like a cheap meal!)

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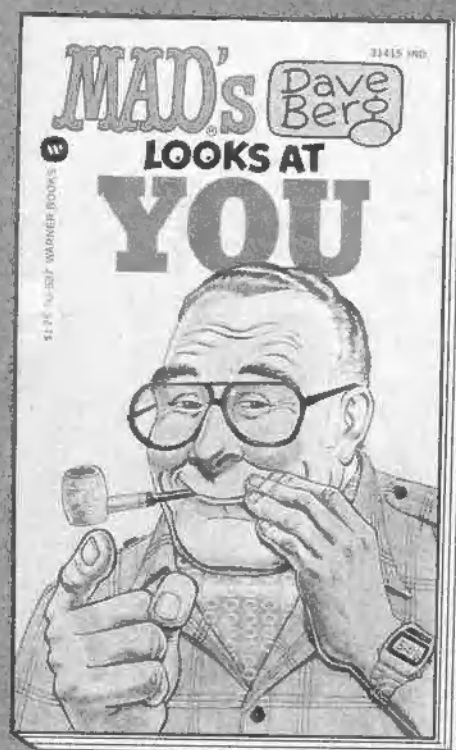
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# ONE MOORE TIME DEPT.

Why do millions of movie-goers flock to see all the "James Bomb" films? Is it the jazzy cars...? The spectacular stunts...? The master villains...? Could be, but we doubt it! We think it's the promise of SEX...implied by provocative "Movie Posters" like this one:



Yep, film fans rushed like crazy down to their local movie houses to see this latest James Bomb epic—

# FOR THE

This is the 12th "James Bomb-007" movie, isn't it?

That is correct!

What does THIS one have?

Girls, car chases, ski chases, action, stunts, underwater battles and lush production values!

But we've SEEN all that before!! That formula's dying a slow death!!

Then we've certainly opened in the right LOCATION for it, haven't we...?!

Why did you leave me to face the world?! It's not the same without you! Let's face it ...next to YOU, I'm... NOTHING!

I didn't realize James Bomb missed his wife that much!!

THAT'S not his wife! He's mourning the loss of the ORIGINAL 007!!

What's THAT he's placing on the grave?

A martini ...shaken ... not stirred!

Mr. Bomb, there's a helicopter waiting to take you on this film's first larger-than-life adventure!

Are you sure?

In this outfit, would I lie?!



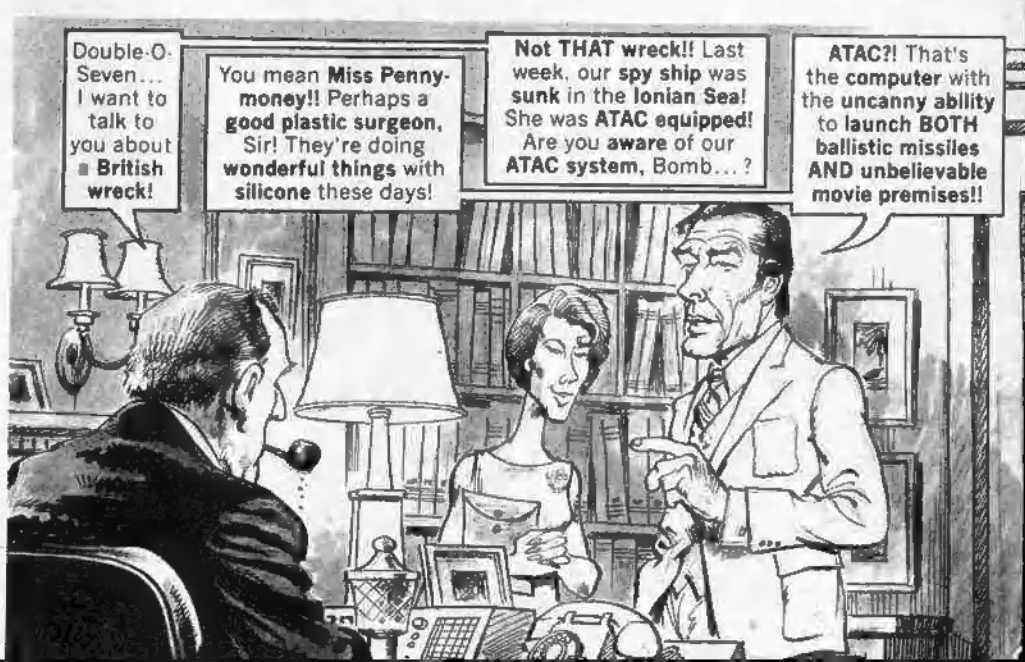
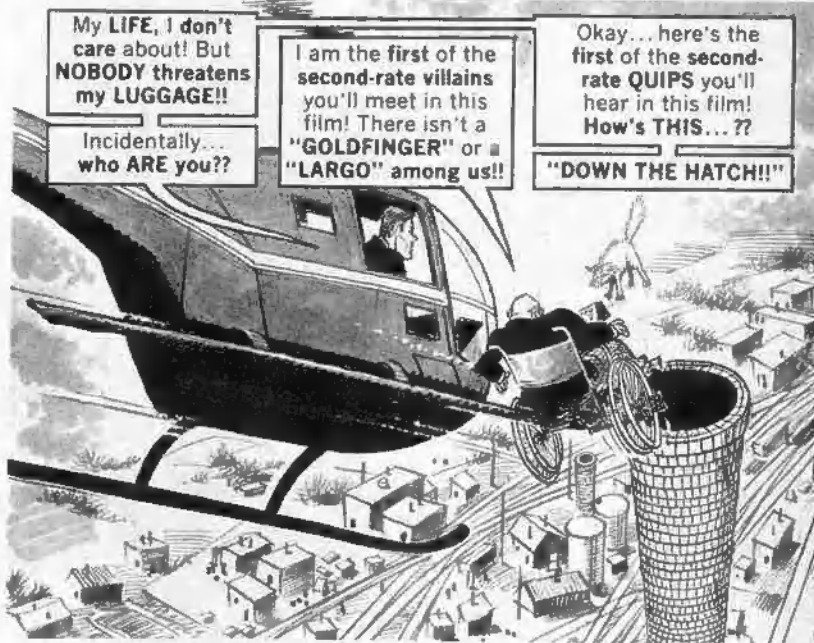


# HER GHS ONLY



ARTIST: MORT DRUCKER

WRITER: ARNIE KOGEN



That's right! So... let's launch **THIS** one, Bomb!

Our ship was sunk off the Albanian coast! The computer cannot fall into enemy hands so we asked Sir Nigel Halibut, the Marine Biologist, to locate the wreck for us!

But he and his wife were killed by a Cuban hit-man, Heckler Zongales!

Zongales was identified by Marlina, Halibut's beautifully-built daughter!

Your job is to isolate Zongales! Do you **BUY** this premise, Bomb?

For a million bucks plus a percentage of the gross... which is what I'm getting for this film... I'd buy Santa Claus kidnapping Barbara Walters as a premise!

Good! Right now, Zongales is in Spain... in a villa filled with treacherous foreign types! So, go to work! Everything you need to know is in this file...



Well, as far as I can see, three things are obvious here...!!

One... the guy who's flashing all the money is Zongales!

Two... the guy he's flashing it TO is even MORE evil than HE is!!

And three... with all those half-naked GIRLS flashing what THEY'RE flashing, nobody CARES about the other two!!



That **ARROW** saved my life!! Who... who ARE you...?! And please, don't tell me, "Cupid"!!

We can't talk **HERE!!** Not **NOW!!** Not like **THIS!!**

You're right!! Let's go someplace where we can chat comfortably!



Much better! Now let's be casual and witty while being chased by goons at 180 m.p.h.!

Incidentally, I'm not used to cars like this! Mine are usually equipped with ejector seats and rocket-firing headlights!

Absolutely nothing in this car is equipped!

Can you look me in the eye and honestly tell me that **NOTHING** in this car is equipped?

Okay! It **IS** equipped!! But I'll be honest! I'm **NOT** looking you in the eye!



Now... who ARE you???

I am Marlina! Zongales killed my parents! I am Greek! My hobbies are: "Revenge," "Archery," and "Cutting In When Two Greek Men Are Dancing Together"!!

You are, of course, incredible looking!! But, once again, the Producers have saddled me with a leading lady whose acting ability ranges somewhere between Eric Estrada and a gravy ladle!!







All right, Double-0-Seven... describe the villain you saw with Zongales, and we'll create a composite portrait of him on this fabulously expensive and complicated "Place The Face" electronic computer!

Easy, Bomb! You're getting carried away!!

I can't help it! We're 30 minutes into the film... and I haven't had a decent sex scene yet!

Ahh! Here's our man! Take a look!

Let's see! Male... Caucasian... late thirties!

Shape of face? Oval!

Hair? Light brown! Wavy!

Lips...? Full, and soft, and sensuous!

Eyes...? Blue, like two limpid pools...!



EMILE LOXX



INTERNATIONAL TERRORIST AND ENFORCER IN BELGIUM UNDERWORLD. CONVICTED OF SEVERAL MURDERS. ARRESTED, 1974, FOR HIJACKING, DOPE PEDDLING AND KIDNAPING NORWAY. ARRESTED, 1977, HOLLAND, FOR FONDLING MOVING WINDMILLS. HAD A DIFFICULT CHILDHOOD. HE PERFORMED IN SCHOOL PLAY, "PAINT YOUR WAGON," AND REFUSED TO CALL THE WIND "MARIA." PRESENTLY BELIEVED TO BE IN CORTINA.

Cortina?! That's in Northern Italy! Get there as soon as possible, Double-0-Seven!

I'll try to be there by the next panel...!!

Welcome to the Italian Alps, Mr. Bomb! I am Ari Krispytoast! Do you like our beautiful scenery?

Ah, my protégé, Bippy, a World Class Figure Skater!

And that is her Coach and Watchdog, Vilma Crank, herself a former Olympic champion!

The Women's 400 Meter SCOWL!

About the "SCOWL" part...?

No... about the "WOMEN'S" part!!

Yes! Especially the scenery practicing her "triple spins"!

Oh...? And what was her EVENT?

Are you sure?!



Would you escort me to the "Biathalon" this afternoon, Mr. Bomb? giggle-giggle!

I'd be delighted! By the way, I'm curious! Tell me... exactly what is YOUR event?



NOW I KNOW what your event is!

Why don't we ask the Olympic Judges?!

It means you were a lot better than Brett Yecklund in "The Man With The Golden Gum"—but not quite as good as Ursula Undress in "Doctor No-No"!

Oh... that's Eric Koppler...the German Champion!

Why is he so angry and bitter?

He was too young for the Nazi Army, and too old for "The Sound Of Music"!

The bad guys are after me! It's time to show them James Bomb's best stuff!

You mean some GREAT NEW STUNTS?

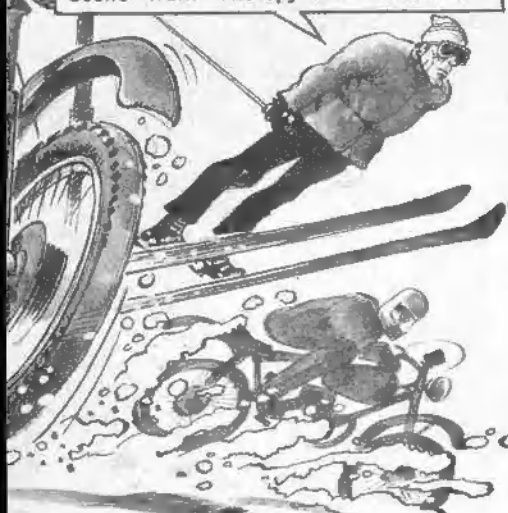
What NEW?! The BEST Bomb stuff is the OLD Bomb stuff! So here we go with Nostalgia Theater...

Mmm! How WAS I?

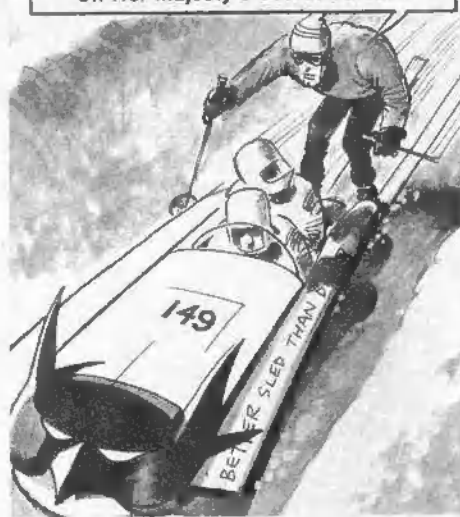
What does my score mean...?



Here's the spectacular "Ski Chase Scene" from "The Spy Who Shoved Me"!



And here's the "Toboggan Scene" from "On Her Majesty's Secret Surface"!



And here's the great cliff-hanger "Truck Chase Scene" from—

Hold it! HOLD IT!! THIS scene isn't from YOUR movie!!

Oh, darn it! And I was having so much FUN with it, too!



It's Felafal; my contact here in Cortina! What a horrible way to die! Some evil villain painted his body GOLD... and he TARNISHED to death!!

No... just wishful thinking! I figure as long as we're stealing bits from old Bomb films, why not steal from the greatest of them all... "Goldfinger"!

This man was strangled, Bomb! You must be hallucinating!!



I get so confused! Where are we?

No, I mean story-wise! What's the scoop on Emile Loxx?

Columbia...?

Milos Columbia! He's into drugs, smuggling, white slavery and making his enemies' heads into Feta Cheese!

Where is this Columbia...?

At the next table... with that BLONDE! You'll have to get to HIM through HER!

—sigh—

It's really tough being a Super Hero!!

On the Greek island of Snafu!

Loxx is working for Columbia!



Countess... may I take you home?

I'd love it, but you go first!

Why?

Age before beauty!

Don't confuse me! I've got BOTH!!



You're really NOT a Countess, are you?

How'd you guess, James...?

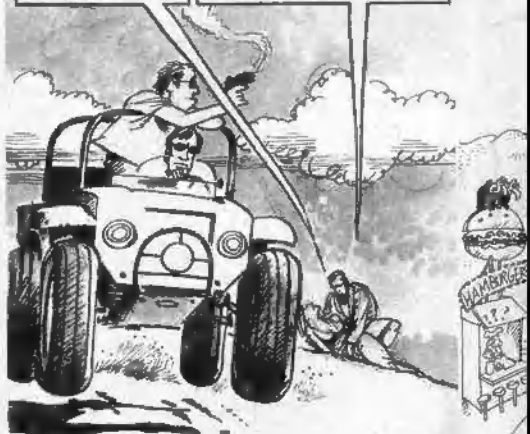
Your accent is slipping further than your gown!



Quick! Now that we've had sex together...and they've shot you...and you're dying...tell me what you REALLY are!

What would you LIKE me to be?

Anything... except a "female impersonator"!







Milos Columbia! So you're the one who killed the Countess and Halibut!

Wrong. Bomb! Krispytoast is the one you really want! He's a double agent working for Russia!!

Sure, I smuggle some gold and some pistachio nuts! But never any heroin! In fact... I can hardly make ends meet!!

But one day the money will start rolling in! One day I'll be wealthy!! Oh, I keep thinking...

If I Were A Rich Man... deedle deedle deedle dum—

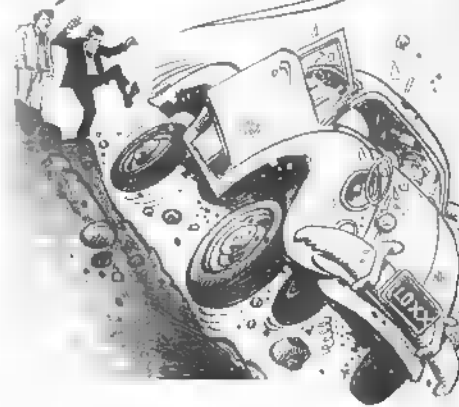
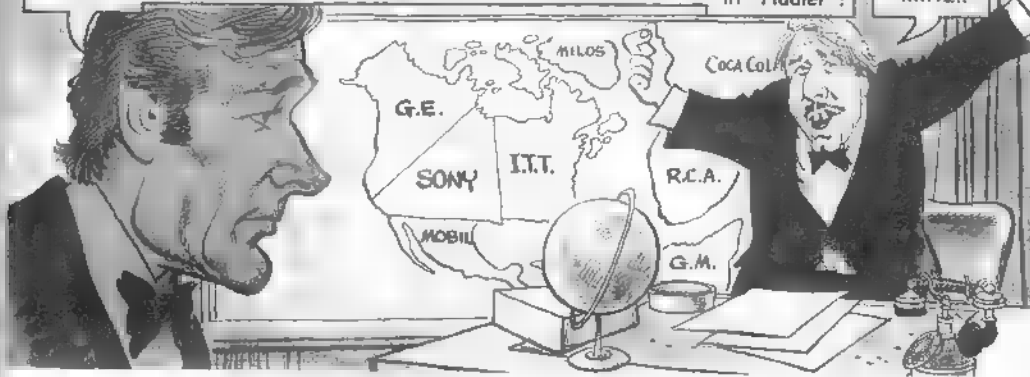
CUT THAT OUT!! You DID that in "Fiddler"!

Hey... YOU'RE rehashing YOUR old movies!! Let ME rehash MINE!!

There goes ANOTHER one! What a WASTE!! In a few more scenes we'll have none left!

But CARS are cheap! We can buy PLENTY!!

CARS?! I'm not worried about CARS!! It's VILLAINS! We're running out of VILLAINS!



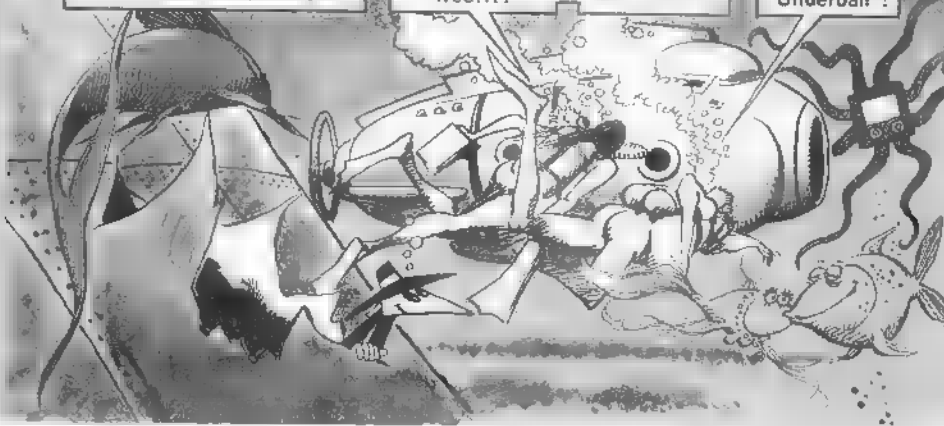
...and so that's the story, Marlina! It was Krispytoast who had your parents killed! I've knocked off Loxx... and Columbia is on OUR side! I just thought I'd come down 600 fathoms to update you!

And now that we've recovered the ATAC computer... we're home free...!

Not exactly! There IS one problem left that I'd like to solve...!

And that is??

A way to do this underwater scene so it won't look too much like "Underball"!!



Oh-oh! I don't think it's working...!!



Thank you for the ATAC computer, Mr. Bomb! The Russians will pay handsomely for it! And now... prepare to die...!

I—I didn't think it would end like this!

It could be WORSE!! I could be tied to SHELLY WINTERS!!

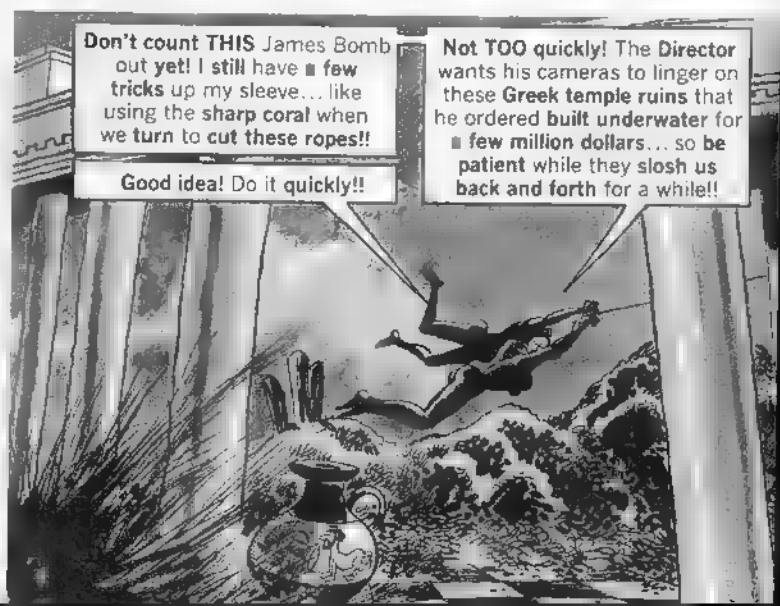
It could be BETTER!! I could be tied to SEAN CONNERY!!



Don't count THIS James Bomb out yet! I still have a few tricks up my sleeve... like using the sharp coral when we turn to cut these ropes!!

Good idea! Do it quickly!!

Not TOO quickly! The Director wants his cameras to linger on these Greek temple ruins that he ordered built underwater for a few million dollars... so be patient while they slosh us back and forth for a while!!



We're  
alive,  
but  
we'll  
never  
find  
Krispy-  
toast  
now!!

He's gone  
...and  
the  
ATAC's  
gone with  
him...  
probably  
to Moscow  
or Havana!

ATAC  
to St.  
Tsuris!  
ATAC  
to St.  
Tsuris  
Squawk!

Amazing!!  
What?!?  
That ■  
parrot  
can talk  
and give  
plot in-  
formation?

No, that a  
parrot can  
deliver his  
lines with  
more soul,  
feeling and  
talent than  
YOU  
CAN!!

Well...  
there it  
is... the  
Monastery  
of St.  
Tsuris!!

Krispytoast  
is holed  
up in the  
Monastery  
with the  
ATAC!

James Bomb will lead  
the way for us! If  
ANYBODY can scale a  
mountain, HE can!

Where IS he, anyway?

THERE's  
Bomb... up  
there...  
between ■  
rock and ■  
hard place!



Bomb...  
are you  
okay?!?  
How's your  
footing?

Don't worry!  
My footing's  
as stable as  
the British  
Pound!!

GET OUT THE  
SAFETY NETS!

GET OUT THE  
SAFETY NETS!

So, Russian General,  
your Ionian Agent is  
dead... and it comes  
down to YOU and ME!  
Russia vs. England!!  
East vs. West! Fat  
vs. Damn Good-Looking!

It's not  
YOU we're  
after...  
it's the  
COMPUTER  
we want!!

Well, I've decided  
that neither Russia  
NOR England shall  
have it! So... I'm  
tossing it to them!

Them?! Who's THEM?!

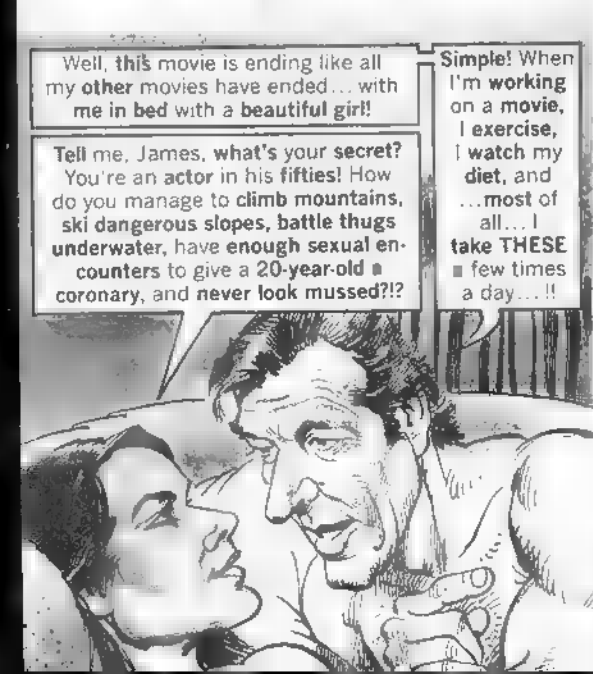
Those people down  
there! The GYPSIES!  
I figure if someone  
is going to destroy  
the world, at least  
there'll be singing  
and dancing first!!



Well, this movie is ending like all  
my other movies have ended... with  
me in bed with a beautiful girl!!

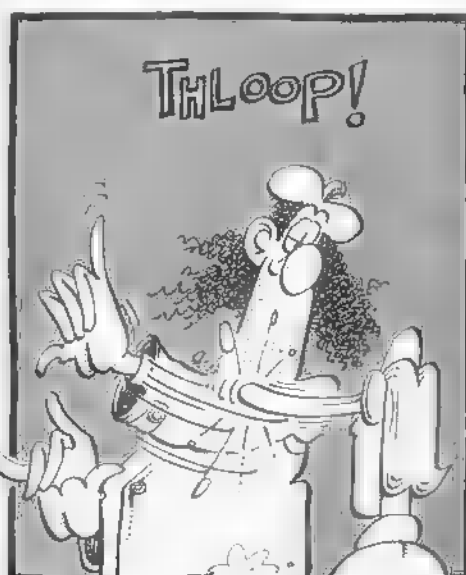
Tell me, James, what's your secret?  
You're an actor in his fifties! How  
do you manage to climb mountains,  
ski dangerous slopes, battle thugs  
underwater, have enough sexual en-  
counters to give a 20-year-old ■  
coronary, and never look mussed?!?

Simple! When  
I'm working  
on a movie,  
I exercise,  
I watch my  
diet, and  
...most of  
all... I  
take THESE  
■ few times  
a day... !!





# ONE DAY IN A SCULPTOR'S STUDIO

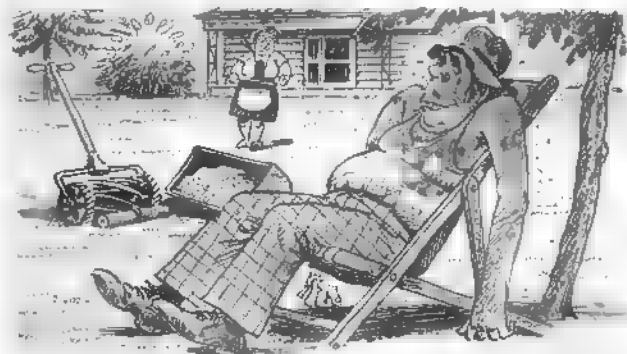


According to Webster, "progress" means "...a forward movement, and a gradual betterment." Well, we think it's time to take another look at how far we've

# A MAD REPORT



Once upon a time, people ■ their baking and roasting in a gas or electric oven. They had to pay close attention, ■ whatever they were making would be burned ■ undercooked.



In the old days, when you had ■ cut the grass, you used a lawn mower that you had to push around. That's right! ■ had no motor! It was propelled by muscle power! Yours!



Today, we have the microwave oven. Everything is programmed. Nothing is left ■ chance. Whatever you're making is done to perfection. Nothing ■ burned, unless you happen to be exposed to the rays that a microwave oven gives off.



The modern lawn mower is powered by a gasoline engine. ■ cuts the grass with practically no effort ■ all! And it's a good thing, too! Because by the time you get the damned thing started you're too exhausted ■ push a mower around.



Remember when roller skates were adjustable, and one size ■ forever, no matter how big your feet got? They were a bother, though. Like, you always had ■ have a skate key to fasten them to your shoes every time you went skating!



Today, skates come with the shoes attached, they fit perfectly, and you don't need a skate key. But they cost a bit more. About 100 bucks more! And if your feet should happen to grow, they won't fit and you'll need a new pair.



moved ahead, and how much better things are. Yep, this is the third article we've done like this, which shows you how much progress *we've* made! Here is

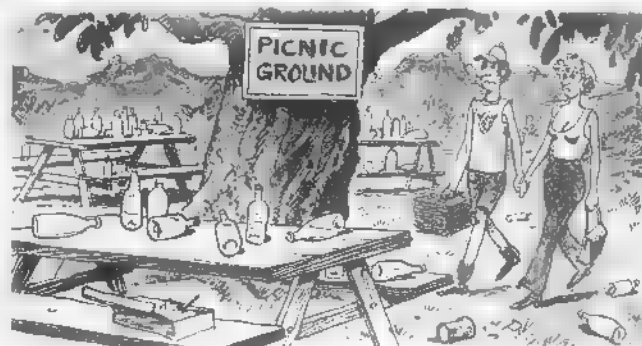
# ON PROGRESS

ARTIST: HARRY NORTH

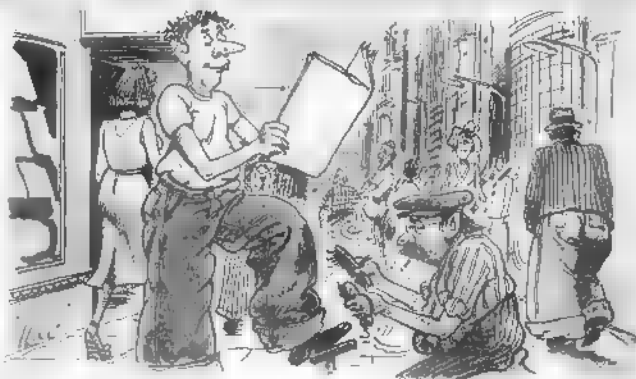
WRITER: LOU SILVERSTONE



In the good ■ days, soda used to come in glass deposit bottles that were used over and over again. But when you finished the soda, you had to take the empty bottle back to the store to get your deposit, which was a real drag.



Today, soda comes ■ handy throw-away bottles. No deposit to worry about! No schlepping empties ■ the store. Just drink the soda and throw away the bottle. ■ course, the landscape gets a bit messy, but look at the time saved!



Old style jeans were comfortable, but they were shapeless, baggy things that always looked like you'd slept in them.



Today, we have "designer" jeans. They're skin-tight, they don't wrinkle and they look great. Unfortunately, they're uncomfortable ■ walk in, and impossible ■ sit down in! But you look fantastic ■ them if you just stand around!



In the old days, people didn't ■ out much! They stayed home and watched rotten movies on television for free!



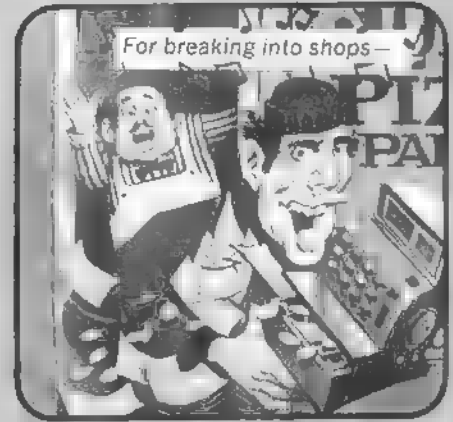
Today, we have Cable TV. Which means you no longer sit home and watch rotten movies ■ television for free! Now, when you sit home, watching rotten movies on TV, you have to pay for them! And that, gang, ■ PROGRESS!

**THUGS PLUGS DEPT.**

How do you let potential buyers know about your product or service? You advertise, that's how! But there are some people who can't advertise their products or ser-

# IF THE UNDERW WERE ALLOWED

ARTIST: JACK RICKARD





vices . . . namely crooks, mobsters and other creeps who operate outside the law! So let's take a look (and this is how MAD creates a premise) at what we'd have . . .

# WORLD ...AND OTHER ILLEGAL KINDS OF OPERATIONS TO ADVERTISE

WRITER: FRANK JACOBS

## 10 REASONS WHY YOU SHOULD LET J. & R. BILK HANDLE YOUR TAX RETURN



1. We create deductions which are impossible to trace.
2. We jam I.R.S. computers with a lot of bewildering data.
3. We threaten anyone who questions your return.
4. We bribe shamelessly.
5. We furnish receipts for our services 12 times what you actually pay and completely deductible.
6. We provide up to 9 children whom you can claim as exemptions.
7. We supply iron-clad proof that you are incapable of making a living.
8. We are adept ■ doubletalk.
9. We furnish evidence that your business is actually a non-profit organization.
10. If all else fails, we furnish you with a new identity in a foreign country.

**J. & R. BILK**  
Efficient, Dependable, Devious

Are Bills Piling Up . . .  
And Getting You Down?



You Can Pay Them All  
With MONEY From MANNY!



Just imagine yourself debt-free! Without any red tape. Without any nosy bankers. Without putting up your car or house as collateral. How?

## MONEY FROM MANNY!

Manny doesn't make you sign long, complex loan forms. Manny doesn't check credit ratings. Manny doesn't know from Federal Lending Laws. Manny KNOWS you'll pay him back . . . because Manny's only collateral is YOU! And you can bet your LIFE on that!

## MANNY'S ONE-STOP

LOAN SHARKING SERVICE  
A Member Of The Mafia Group



WHEN YOU'RE BUYING A HOT CAR  
**COMPARE**  
**WALLY'S STEAL-A-CAR**  
 WITH ALL THE OTHERS!!

Chicago Pete's Hot Thrifty  
 Wally's Louie Discount Harry Heist

Choice of Make & Model	YES	NO	NO	NO	NO
Forged Registration	YES	NO	YES	NO	YES
Untraceable Plates	YES	YES	NO	NO	NO
New Paint Job	YES	NO	YES	YES	NO
Driven Less Than 10,000 Miles	YES	NO	NO	NO	NO
Respectable First Owner	YES	NO	NO	NO	NO
AM-FM Radio	YES	YES	NO	YES	NO

Ten Thousand  
 Satisfied Customers  
 Can't Be Wrong!

Why ■ Wally Number One?  
 Because He Steals Only The Best  
 And Passes Up The Rest!

If you've got the CASH . . .  
 Wally's Steal-A-Car has got the DEAL!

Some Lawyers Offer Promises  
**MURRAY THE MOUTHPIECE**  
**GETS RESULTS!**

Charge: Assault and Armed Robbery for hijacking a 197-car freight train across state lines.

Verdict: Suspended sentence for disorderly conduct.

Lawyer: Murray the Mouthpiece.



Tailpipe Izzie



Rocco the Gimp

Charge: 1st-Degree Murder for wiping out a family of four.

Verdict: \$50 fine for loitering.

Lawyer: Murray the Mouthpiece.



Weasel Wally

When There's A Loophole In  
 The Law, MURRAY FINDS IT!

**MURRAY**

The Mouthpiece Crooks Get Off On

**Tired of Arguing With Your Business Partner?**



**Rudy's Removals Can Help You  
 BE YOUR OWN BOSS!**

Sometimes, one business isn't big enough for two partners. When this happens, it's time to call in Rudy's Removals. Quietly, discreetly, efficiently, we solve your problem by removing the source—your partner. This leaves you free to run things your way and double your share of the business profits.

Isn't it Time That  
 You Took A Shot  
 With Rudy?

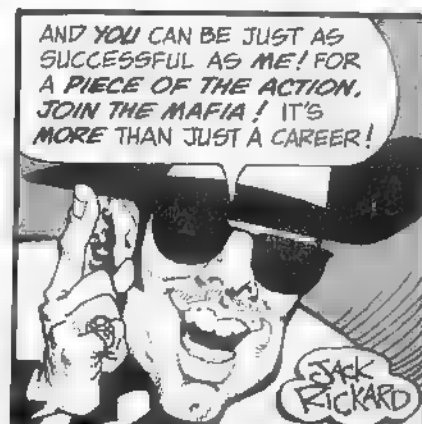
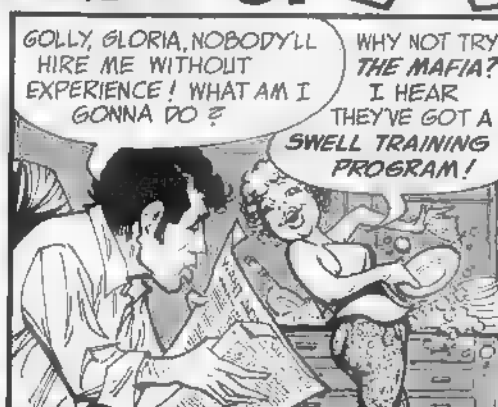
Ask About Our Low-Cost Corporate  
 Package Deal, In Which We Remove  
 An Entire Board Of Directors!

**RUDY'S REMOVALS**

"The Businessman's Best Friend"  
 Estimates Cheerfully Given



# THE ADVENTURES OF ARTIE



## UNDERWORLD CLASSIFIED

### Help Wanted

Experienced fence needed to help dispose ■ 850 cases of Pampers, hijacked from truck mistakenly thought ■ contain Sony TVs. Box B89.

### Situations Wanted

Willie Spumoni, alias Willie the Wart, now at liberty following parole from San Quentin and looking for special position with potential, would like to join respected, established family as pusher. Box F13.

Gun-moll, bleached hair, gum-chewing, appropriately cheap-looking, looking ■ hang out with flashily dressed mobster in hide-out of his own choosing. Box C45.

Aging mobster, too old for such strenuous jobs as enforcer and contract specialist, looking for position with West Coast gang as senile waddy or groveling bootlicker. Box A31.

### Personals

Criminal Court Judge Waldo P. Culppepper, having been returned to office for a second six-year term, is once more available for bribes, gifts and other favors. No personal checks please.

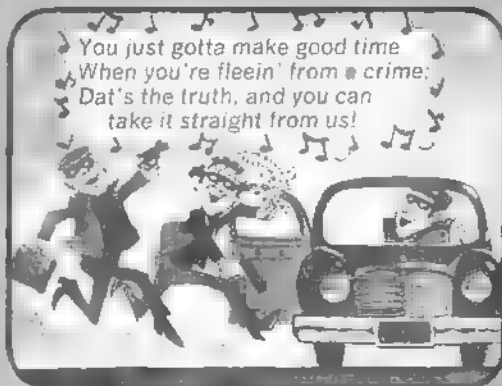
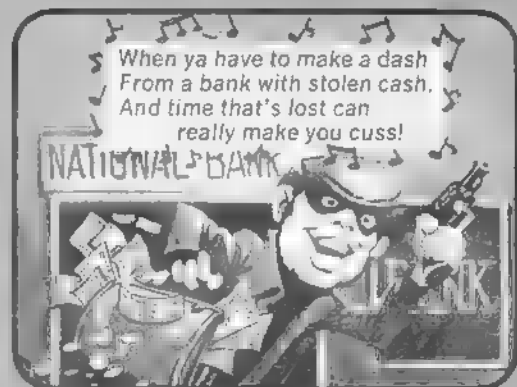
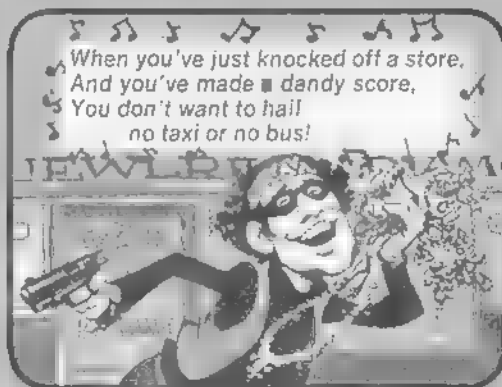
Augie the Shiv having left my family on his own volition, I am no longer responsible for his debts, obligations, or his ability to walk after my boys get through with him. Don Vito Minestrone. Have you made YOUR contribution to the Old Mobsters Home?

### Propositions

Mob boss will trade two drivers and one lookout even up for one left-handed hitman and a 3rd-round draft choice. Box Z76.

### Lost and Found

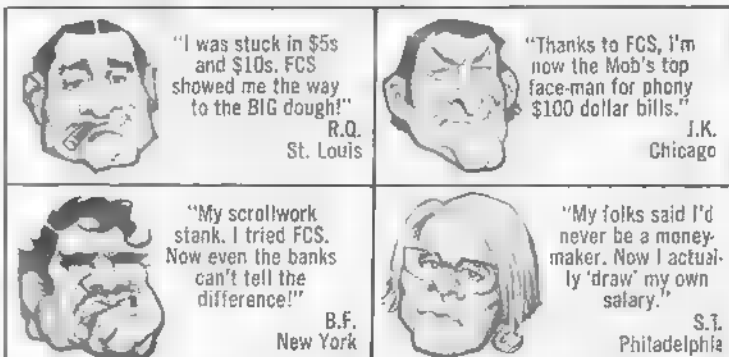
Lost. Brass knuckles, around 10 p.m., July 3, in vicinity of crumpled body of Herbert "Rat" Muncrief on Pier 53. Sentimental Value. Reward. Box D44.



## We're Looking For People Who Like To Draw



If you can turn out a perfect copy of this famous portrait of Abraham Lincoln, you're on your way to a "money-making" career in the exciting world of big-time counterfeiting!



## THE FAMOUS COUNTERFEITERS SCHOOL

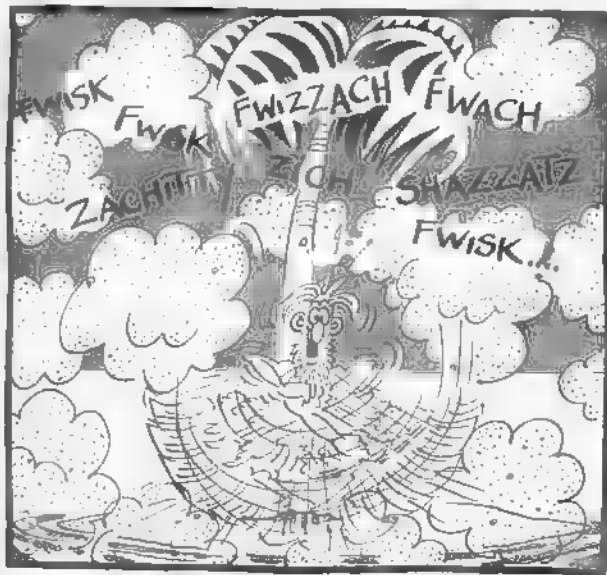
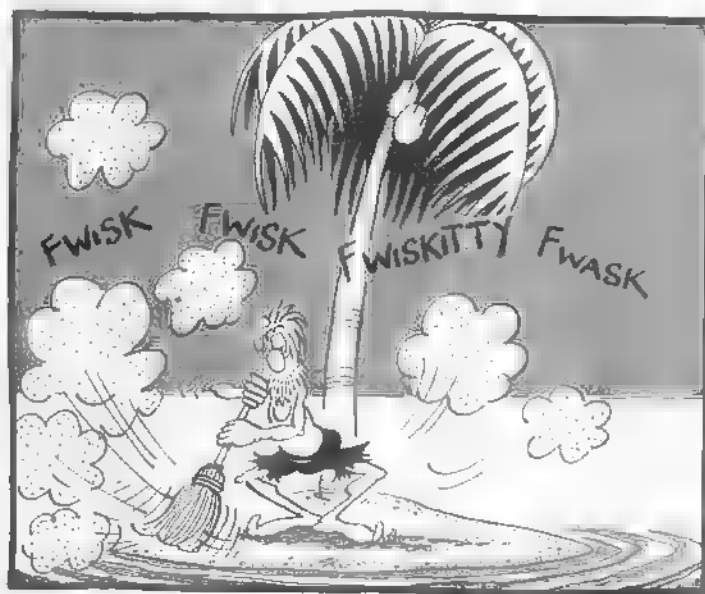
Westport,  
Connecticut

"Those Who Make MONEY  
Make MONEY"

Ask about our advanced courses in bonds, stocks and Treasury bills!



# ONE DAY ON A TINY DESERT ISLAND



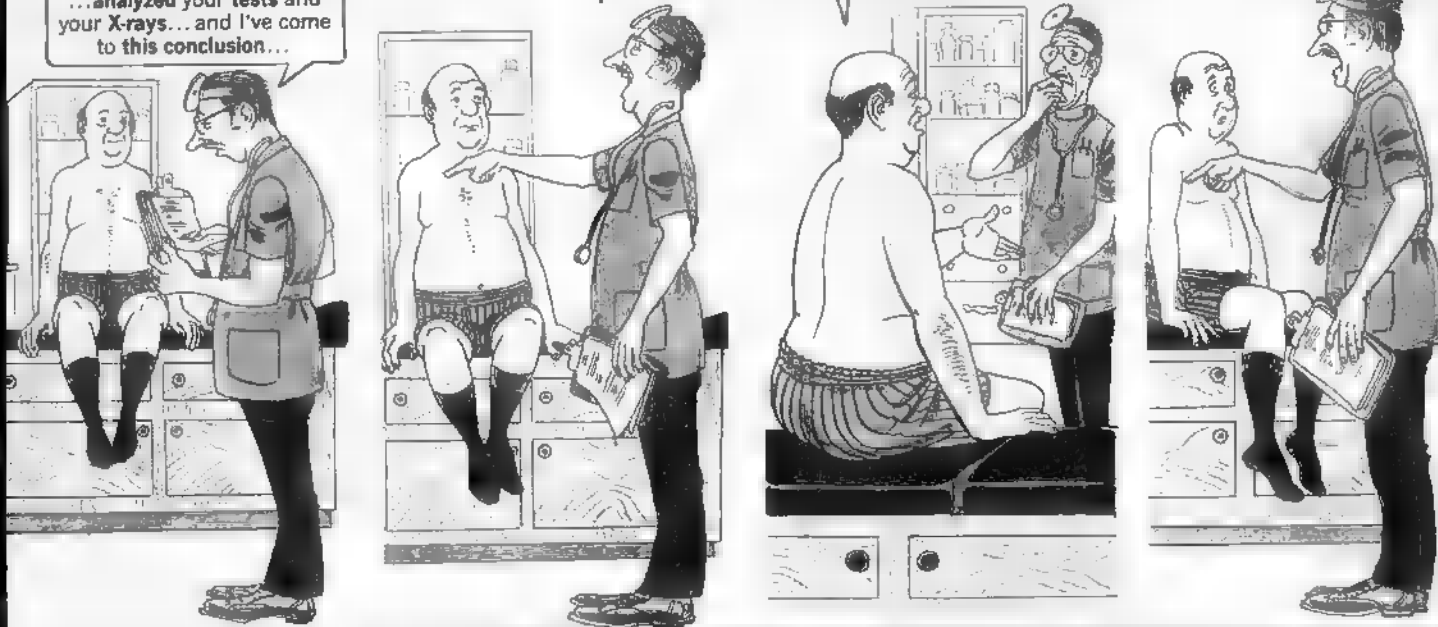
## DOCTORS

I've examined you thoroughly  
...read all the lab reports  
...analyzed your tests and  
your X-rays... and I've come  
to this conclusion...

You have a **peptic ulcer!**

If you don't mind, Doctor,  
I'd like a **second opinion!**

Okay! You have a **gall stone!**



BERG's-EYE VIEW DEPT.

# THE LIGHTE

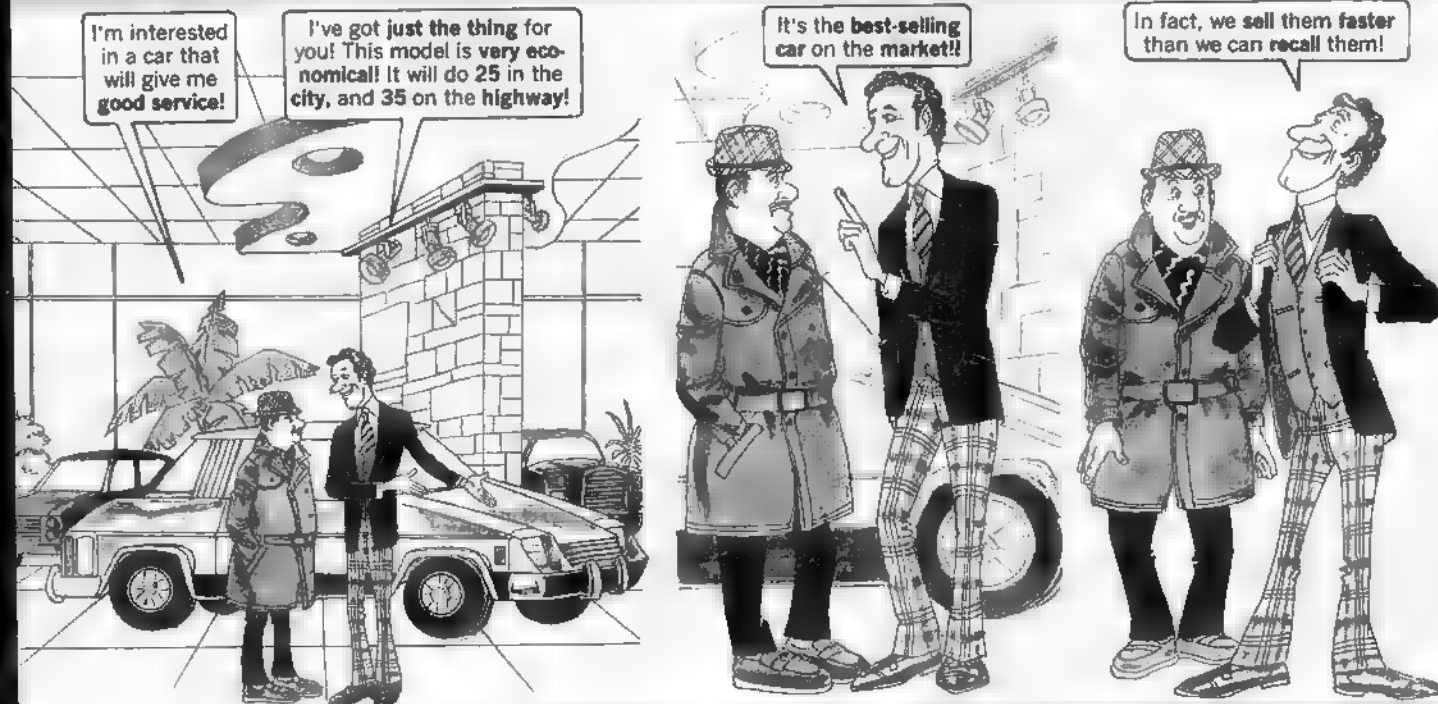
## AUTOMOBILES

I'm interested  
in a car that  
will give me  
good service!

I've got just the thing for  
you! This model is very eco-  
nomical! It will do 25 in the  
city, and 35 on the highway!

It's the best-selling  
car on the market!!

In fact, we sell them faster  
than we can recall them!



## CRIME



I was so frightened about all the muggings, I decided to do something about it! So I bought myself a tear gas spray can for protection!



Sure enough, a short time later, I was attacked by a mugger!!



Oh, my goodness! What happened?

He grabbed my purse!!



Did you use the tear gas on him?

I couldn't! It was my purse!



# R SIDE OF...

ARTIST & WRITER:  
DAVE BERG

## THE PAST

Daddy!! I was rummaging through an old trunk in the attic, and I found a priceless treasure!!



Don't tell me you came across a valuable old coin?!!



Better than that!!

It's something that's gonna make my life a lot easier from now on!



Tell me what...? WHAT?!!

A batch of your old report cards!!





## SHOPPING



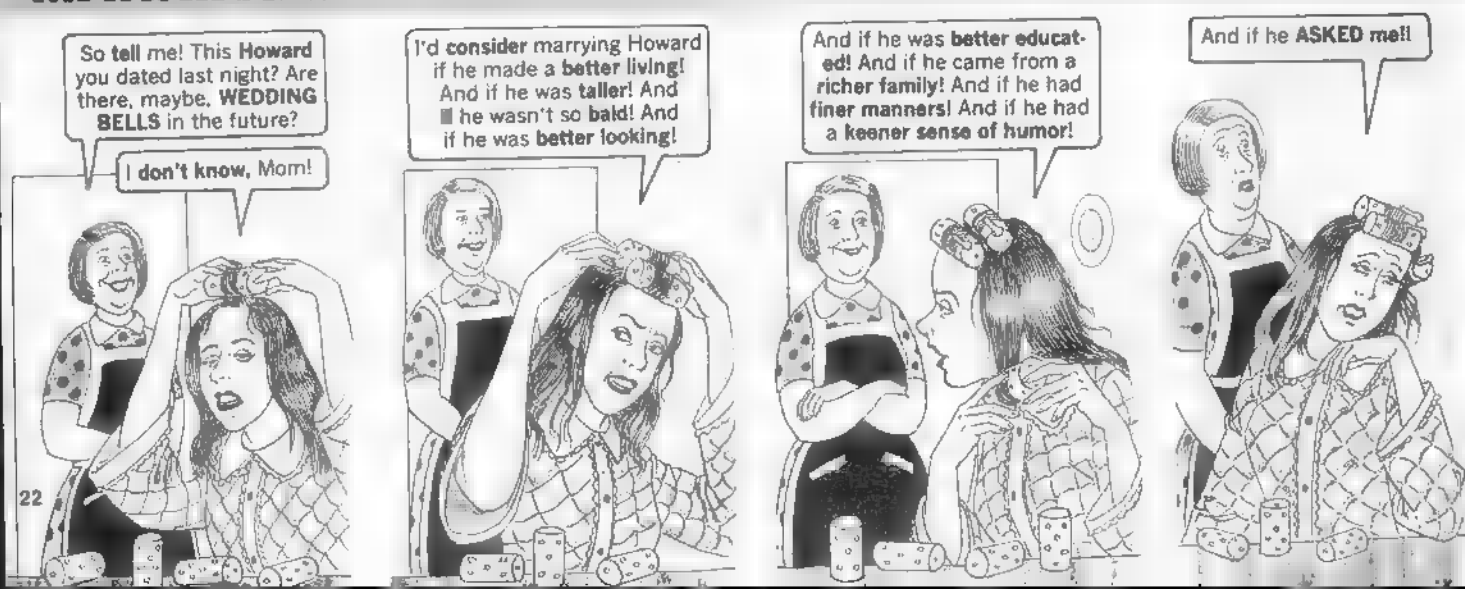
## EATING



## KIDS



## MARRIAGE



# COMMUNICATING



People never confide in me!  
And I don't know why! On the  
other hand, people are always  
telling you their troubles!  
What is it about you...??



I don't know! Maybe it's  
because I have compassion!  
Maybe it's because I care!



But mostly, I think it's  
because when people talk  
to me, I give them my full  
attention and just listen!



Uh... sorry! What did  
you just say...??

# MESSAGES



No!! He lost his JACKET!!



Hey, look! Our neighbor  
who owns that French "Le  
Car" auto has a flat tire!  
We'd better tell him...!

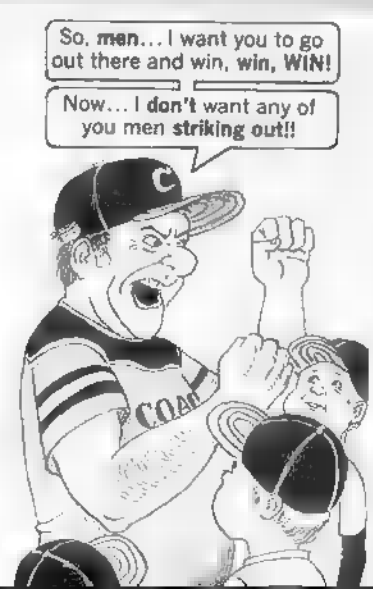
We haven't  
the time!  
I'll leave  
a note!



# SPORTS

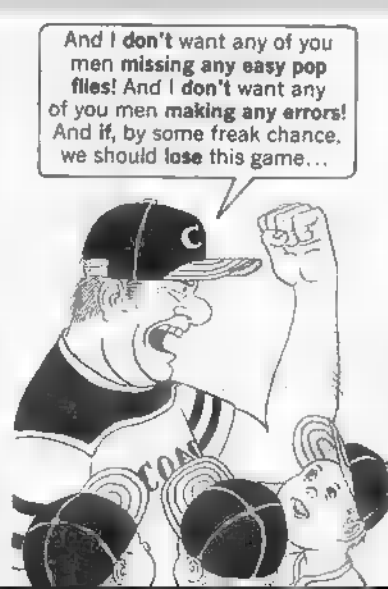


Listen, men! We're in the big  
time, now! We're Champs of  
the South Side, and this is  
the All-City Championship!

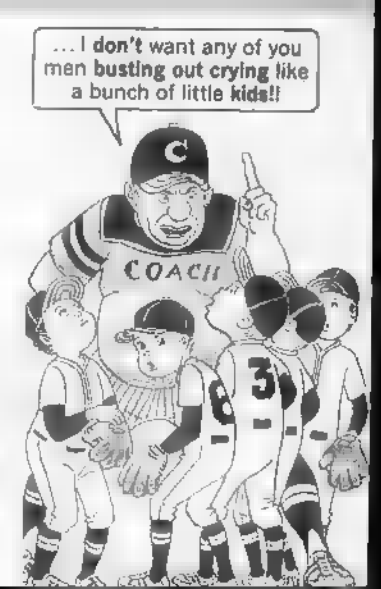


So, men... I want you to go  
out there and win, win, WIN!

Now... I don't want any of  
you men striking out!!

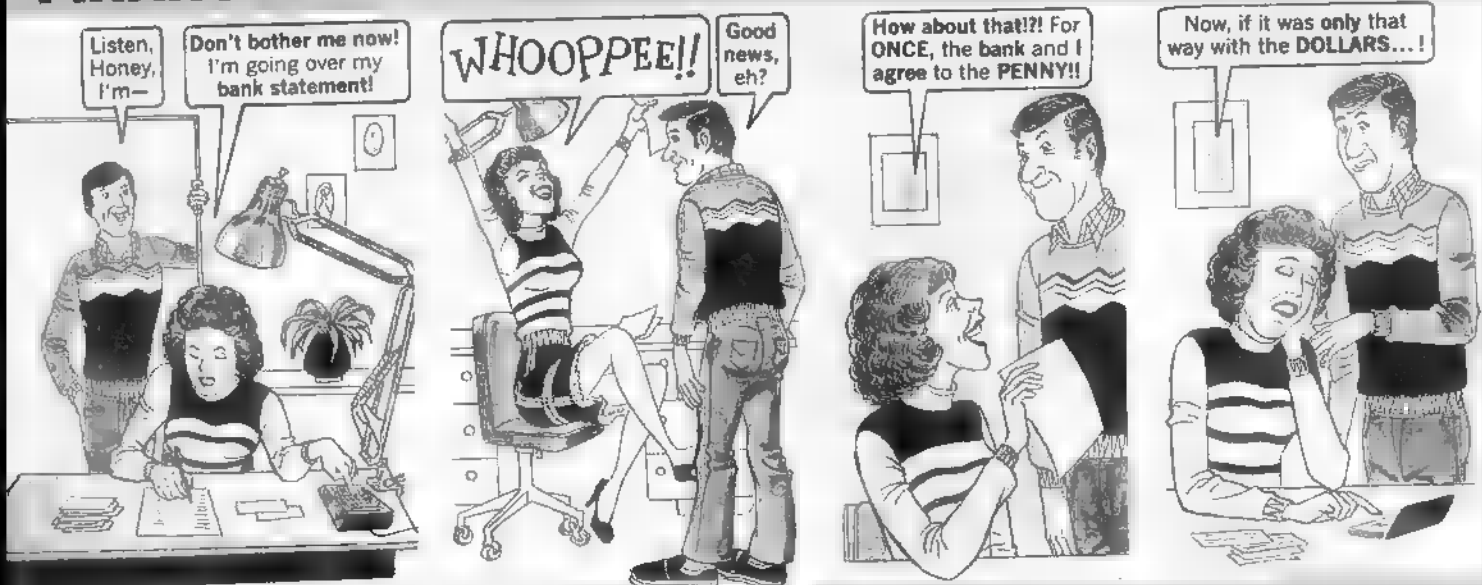


And I don't want any of you  
men missing any easy pop  
flies! And I don't want any  
of you men making any errors!  
And if, by some freak chance,  
we should lose this game...



...I don't want any of you  
men busting out crying like  
a bunch of little kids!!

## FINANCES



## TRANSPORTATION



## LITTLE KIDS







ZODIACS MURDER DEPT.

# YOUR MAD HOROSCOPE

**TODAY'S BIRTHDAY:**

Loved ones are grateful if you try not to spit while blowing out the candles on your cake.

## ARIES

March 21—April 19

A strange shifting in the stars may cause you to experience some pleasure while viewing a rerun of Sheriff Lobo. Do not worry. This is only an illusion, and will pass, like a cheap meal. Do not treat lovemaking as a hobby or you could do permanent damage to yourself with wrongful applications of model airplane glue.

## MOON CHILDREN

June 22—July 22

The position of your stars is identical to those of Aquarius, Capricorn and Sagittarius. How this can be, we don't know. (But it does go a long way in explaining your lack of originality in life!) We suggest that from now on you read those three horoscopes and then pick out any advice you think looks good to you.

## LIBRA

September 23—October 23

The position of Yank, the main star influencing your destiny, advises that now is an excellent time for a torrid romantic fling. However, the position of the Moral Majority condemns a torrid romantic fling as a no-no. The choice is yours. Either be bored out of your skull on earth, or burn for all eternity in hell!

## CAPRICORN

December 22—January 19

Take a chance on a new co-worker. They're only a dollar each and, who knows, you may just win her! The AM may seem horrible today, however, it will begin to look better and better once you see what the PM has in store for you. An unexpected raise and promotion at work enables you to pay for your emergency brain surgery.

## TAURUS

April 20—May 20

Your enthusiasm is contagious and so is your rash, so lay off the romantic entanglements. Complete one project before beginning a second. However, it is not necessary to complete one project if you're planning to move directly on to a third. Your grades can improve overnight, providing you write legibly on your arm.

## LEO

July 23—August 22

Your main stars have shifted in such a way that, when connected by straight lines, they strongly resemble either a profile of Alexander Haig or an aerial view of New Jersey. (This is open to artistic interpretation.) Such a configuration strongly suggests that you will soon be overtaken by a desire to invade Secaucus.

## SCORPIO

October 24—November 21

A good day! An annoying neighbor will cease to bother you as you are evicted in the AM. Improve your personal ties by throwing out the very wide ones with the polka dot prints. Nobody has been wearing them for years! Look for your mailbox to be flooded with letters as someone pours an entire can of alphabet soup in it.

## AQUARIUS

January 20—February 18

Your Moon has very quietly moved from the House of Leo to the Condominium of Stanley. (Tax Purposes.) This signals a dramatic upheaval in your emotional state. Warm thoughts will singe your brain. Because Uranus and your piles are one, you could be in big danger! Beware of fools, envious of your many shortcomings.

## GEMINI

May 21—June 21

After years of diligent brown-nosing, you rise to the upper echelons of corporate power. Too bad your company is about to go under! This is typical of the way your luck has been running recently and will continue to run for some time. Do not fret! You still have a lot of drive left in you. Take a trip to Detroit!

## VIRGO

August 23—September 22

Give a hand at home. Get ahead at work. Give a passing stranger the eye, and a passing motorist the finger. Lose an arm and a leg at the track. Get something off your chest. Lend your ears to fellow countrymen. Stick your nose in other people's business. Get your ass in a sling. Put your foot in your mouth. Hang loose.

## SAGITTARIUS

November 22—December 21

A study of your stars has failed to uncover any information about your future. This could mean that you have no future. In fact, it's quite possible that you recently passed away, and your loved ones have been derelict in making the proper arrangements. Seek the advice of an expert, however, before having yourself cremated.

## PISCES

February 19—March 20

A sensational day! An unexpected romance blooms out of a chance encounter at a local vigilante meeting. Be frank with your boss. That way, when you screw up, he will fire Frank and not you! Put your priorities in alphabetical order and stop accepting second best. It's much too good for you!

WRITER: JOHN FICARRA

## THE JOCKS ON THEM DEPT.

You've probably seen on TV how Professional Athletes do everything possible to gain a physical or psychological edge over their opponents. This is because the Pros are

virtually perfect at what they do, and even the smallest bit of gamesmanship can spell the difference between victory and defeat. You've probably also noticed that, late-

# A MAD LOOK AT THE I ATHLETES WHO IMI

ARTIST: JACK DAVIS



It's common for Pros coming out of a game to drink one or two cups of "Gatorade" to restore lost body fluids. It's equally common for Little Leaguers who never get into a game to copy their heroes by drinking so much "Gatorade" they can't even wait till halftime to go to the bathroom.



Watching the Pros teaches young players the importance of consistently (and illegally) elbowing opponents out of the way for rebounds. Unfortunately, it doesn't teach them that said opponents will probably wait for them in the alley after the game to inflict massive retaliation.



The young basketballer who invests in sweatbands for his wrists and forehead so he can imitate what the Pros wear obviously hasn't checked first to learn that his team is probably playing in an unheated basement gym where he'd look much less ridiculous wearing mittens and earmuffs.



The Pro's ritual of stamping his foot and clenching his fists in frustration after failing to catch an easy pass becomes a hollow gesture when copied by a youthful klutz who has proven repeatedly that he can't even carry his books down the school corridor without dropping them all.

ly, klutzy young amateurs are using the same tactics on neighborhood sandlots. That's because young athletes are addicted to watchdog sports on TV and they're naturally

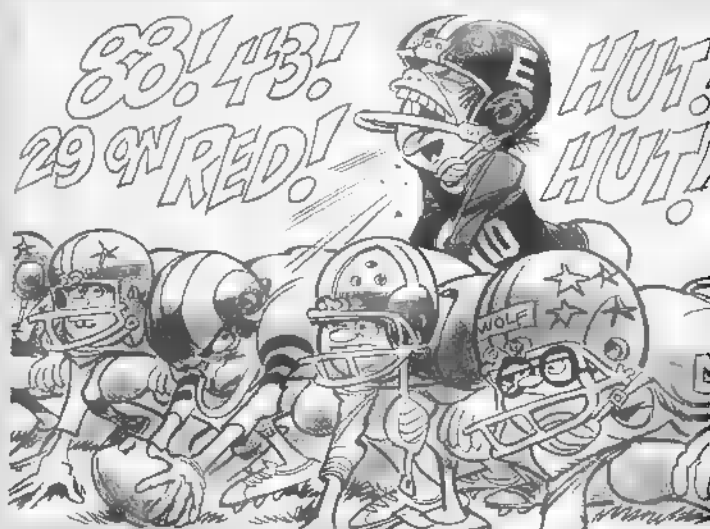
adapting all the mannerisms and strange rituals of their television sports heroes. Except that on them, it looks ridiculous! We'll show you what we mean as we now take—

# DIOCY OF YOUNG TATE THE PROS ON TV

WRITER: TOM KOCH



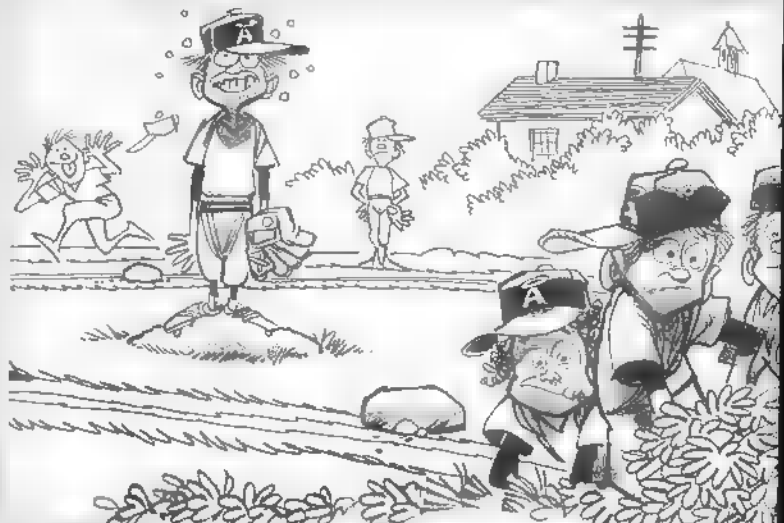
Although forming a "T" with both hands is the Pro's way ■ calling time out, it's the novice's way of looking idiotic for two reasons: (1) his game has no referee to stop play, and (2) his team has no Coach to advise them how to avoid getting their asses beat even ■ they could take time out.



Despite ■ burning desire ■ act like a Pro, no amateur Quarterback has any logical reason for calling a play numbered higher than 2, since the only options are (A) having everyone rush straight ahead for a run play, or (B) having everyone rush down the sidelines for a pass.



Any young girl is in for a shock if she shows up at a Park Department Swim Meet dressed in a one-piece competition suit like those worn by her Olympic heroines. She'll quickly find that the outfit won't speed up her time, but ■ will certainly slow down her social life.



The Big League "pick-off play" is often imitated by amateurs but with unsuccessful results. It seldom catches a runner off base, and usually allows him to score all the way from first while the entire opposing team searches for the ball ■ the border shrubbery, where their pitcher accidentally threw it.





Spiking the ball after a touchdown is the Pro's gesture of triumph that loses all meaning when an amateur scorer really has not triumphed over anybody except one defensive back who stood there, picking his nose, through the whole play.



The "high five hand slap," which the Pros developed to congratulate each other after a tremendously brilliant play, looks utterly ridiculous when it is mimicked on a school yard basketball court, where there has never, ever in all history been a tremendously brilliant play.



Many young kickers have eagerly aped the Pros in seeking greater accuracy by booting the football "soccer style," but this seems rather brainless when kids usually play on fields that don't have any goal posts or sideline markers.



When breaking out new balls, Tennis Pros always display their expertise by testing them for trueness of bounce, etc. This act becomes meaningless when imitated by peniless amateurs who play with the same balls all Summer.



In the N.F.L., team captains who win the coin toss almost always elect to receive, but youngsters who stupidly mimic this practice apparently forget that the players in their league fumble kick-off returns at least 95% of the time.



There is something fundamentally preposterous about kids who confer at the mound on how to handle the next batter, when they all know that their pitcher will be lucky if he can even get the ball over the plate on the first bounce.



By imitating the Pros who use "batting gloves" to insure better grips when making contact with the ball, the amateur who makes little contact with the ball, only benefits from using a glove by reducing the chill factor when he swings and misses.



Young athletes who try to act like N.B.A. champs by cutting down the nets after winning a three-on-three school yard game not only look foolish, but also run the risk of getting arrested for committing vandalism.



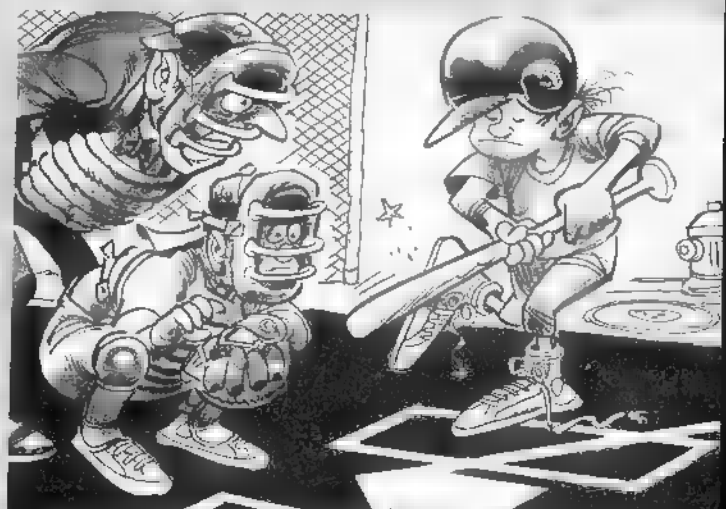
TV teaches young fighters how to celebrate a knockout by raising both arms in triumph. But it does not teach them that different rules apply in the streets, where a defeated opponent can get up again and do severe damage while you're standing there like an idiot with your arms raised.



The Big Leaguer's habit of perpetually spitting becomes even more yecchy when imitated by a kid who's unable to get enough distance to even clear the end of his chin.

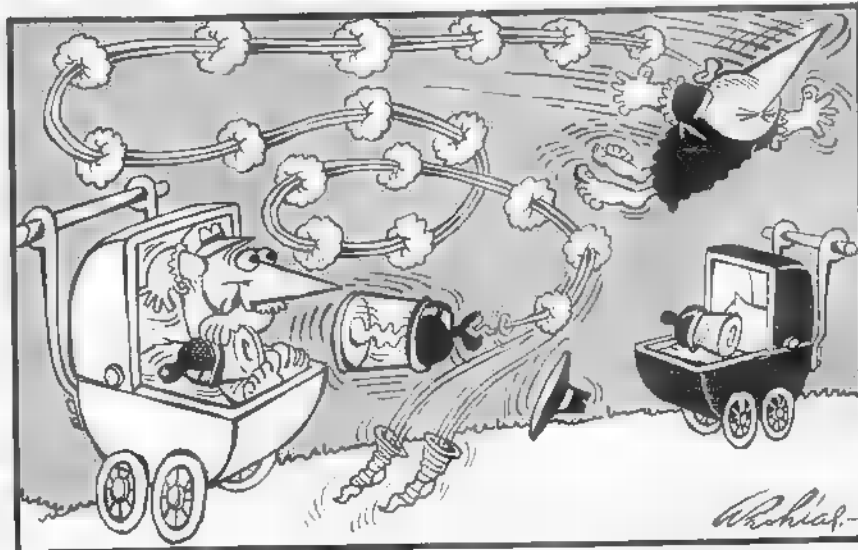
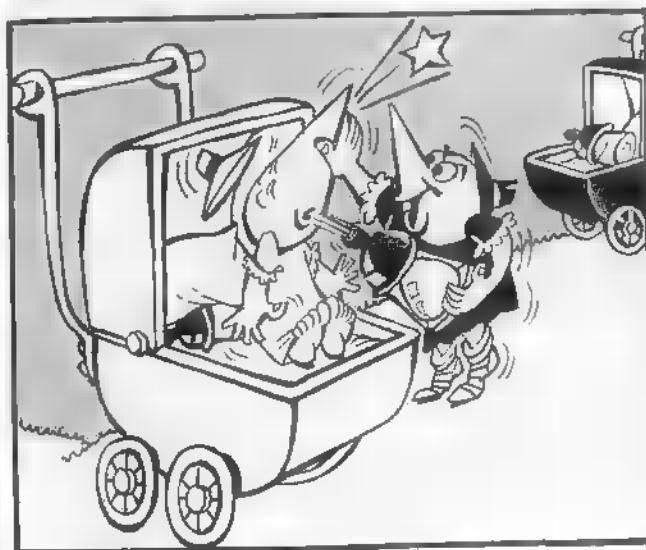


Slowing down to drink a cup of water passed along to you by a friend may be brilliant strategy if you're a big-time runner competing in the Marathon, but it's absurd strategy when you're an 8th grader competing in the 100-yard dash.



Stepping out of the batter's box to knock the dirt from his spikes is a favorite diversion of Major League Pros that loses its effectiveness when practiced by amateurs who are usually wearing sneakers and playing on asphalt.

# SPY VS SPY

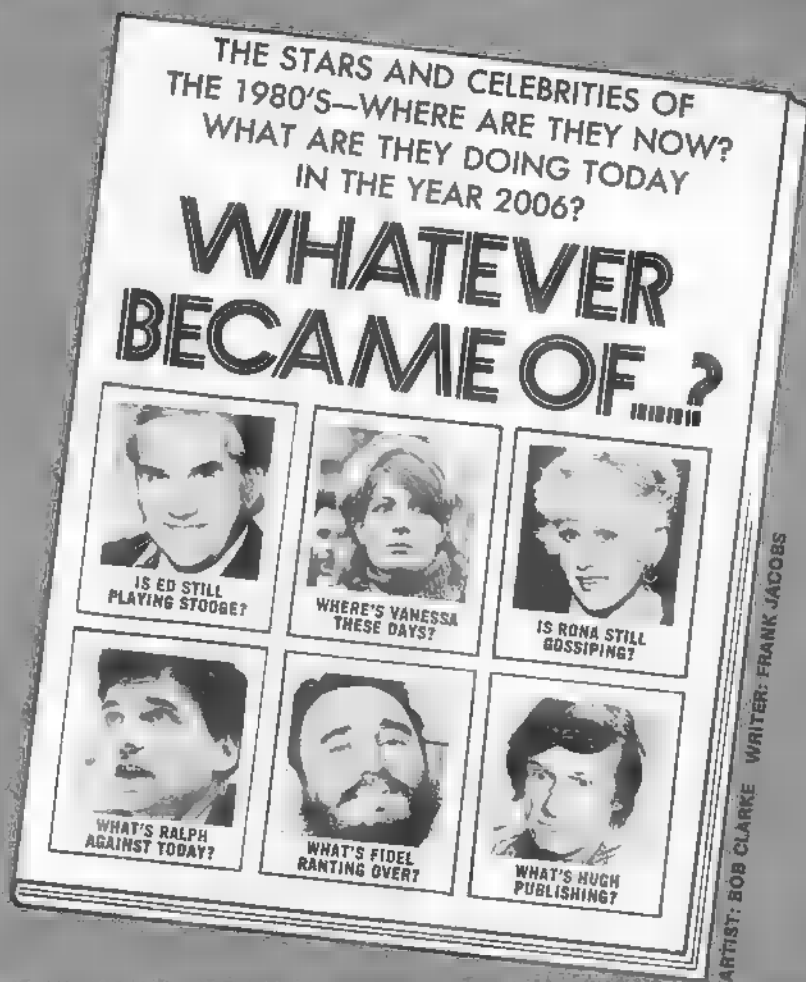


Whoo!



## A NEW WRINKLE DEPT.

The big craze these days is nostalgia, with many books being written about famous people of the past and what has finally become of them. Well, in twenty-five years or so, the famous people of today will be written about in the "trivia" of tomorrow. So with this in mind, let's leap ahead in time and peek at one of these books we'll all be reading... namely...

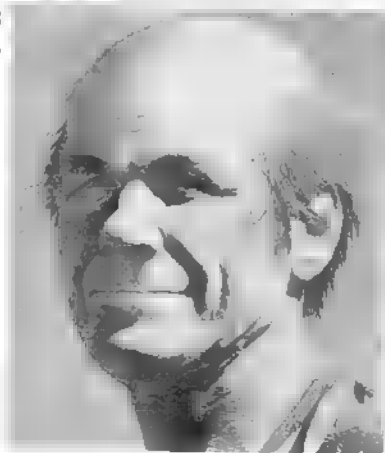


## CHARLES BRONSON



After years of being ■ Hollywood tough guy, Charles Bronson gave up films in 1987 to open his own Shakespeare theater. He made his debut in "Hamlet," lit-

erally bringing down the house when, caught up in an emotional scene, he demolished the scenery, ripped down the curtain and laid out two supporting actors. In his next role as Romeo, he crushed the ribs of seven successive "Juliets" while being carried away in love scenes. Ensuing lawsuits, plus fear of working with him, forced Mr. Bronson to retire. Now 84, he lives in Oregon with his pet rhino.



## RONA BARRETT



Once the queen of the gossip columnists, Rona Barrett lost most of her newspapers and TV following after reporting in 1988 that Edward Kennedy would marry Brooke Shields, that Warren Beatty planned to become a Monk, and that John Denver was plotting to overthrow the U.S. Government. Lawsuits piled up, and the final blow came in 1991, when the National Enquirer, her only remaining paper, fired her for "being too sensational." Now 70, she writes a weekly senior citizen gossip sheet, and is fighting a libel suit by a 91-year-old man who she accused of using shuffleboard courts for immoral purposes.





## HUGH HEFNER

Now 80 and married, Hugh Hefner lives in a mobile home on the outskirts of Fresno. After selling his interest in "Playboy" in 1988, he became a born-again Christian, taking an active role in the Church of the Devine Gospel. As ■ traveling spokesman, he persuaded thousands to join the Church, among them Bob Guccione (once Publisher of the defunct "Penthouse") and Gay Telese (a former sex writer). Hefner, who years ago gave away his millions for religious research, now publishes "Prayboy", ■ newsletter which each month features a centerfold of ■ converted heathen.



## VANESSA REDGRAVE

Once a leading film star, Vanessa has not appeared in movies since 1986 when she renounced the "Zionist Imperialists of Show Business" and vanished. Known for her outspoken pro-Arab leanings, she suddenly turned up in Serbia in 1991 with ■ new name, Fatima Mustafa, and ■ new husband, none other than ex-PLO leader Yasir Arafat (now 77, and ■ Camel Trader).



Her crusade in 1998 to liberate Arab women failed miserably, and she is currently a typical Arab wife. She now makes her home in a Bedouin camp, walks ten paces behind her husband and has adapted well to desert harem life.



## BILLY CARTER

After dropping out of sight when his brother Jimmy was defeated for re-election in 1980, Billy Carter emerged again in 1988 with a plan to make gasoline out of peanut oil. The scheme, a failure, wiped out investors and bankrupted the brothers. In 1993, Billy was hired as ■ good-will ambassador by the Beer Industry, which hoped he could convince Middle East Moslems to relax their ban on alcoholic beverages.

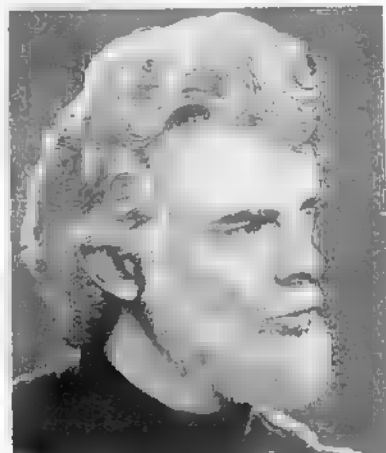
He failed, touching off riots that led to the Mid-East War of 1995. Today, at 69, he and Jimmy raise possums in Plains, and add to their incomes by posing for photos with tourists.



## GEORGE LUCAS

In 1992, after completing his 12th "Star Wars" film ("Darth Vader Rusts Out"), George Lucas sunk his entire fortune of \$350 million into his 96-hour, 32-part space epic, "Glurkk,"

the plot of which dealt with a berserk giant droid who eats planets. The project, requiring movie screens 500 feet in width, flopped, and Lucas was forced to close up shop.



Unable to obtain financing for future projects, he is now "frozen" in ■ time capsule, planning to wake up in 2091 when, as his instructions state, "the world will be a lot more receptive to my incredibly fantastic movie ideas!"





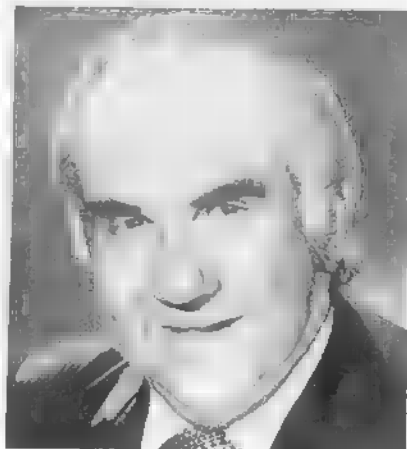
## ED McMAHON

When Johnny Carson left the "Tonight" show in 1987, Ed McMahon, unwanted in television, was forced to find ■ new spot for his talents.

He worked briefly as a hired laughter at roasts and banquets, then wrote a self-help book, "Be A Yes-Man and Live!" and an autobiography, "Call Me Today!" In 1992, he campaigned unsuccessfully for Vice President of the United States, a job he described as

"...perfect for ■ man of my gifts!"

Today, at 83, he spends his days on a bench outside a Philadelphia, Pa., courthouse, chuckling over the jokes of pensioners and retired postmen.



## RALPH NADER

Nader, who first gained fame fighting unsafe cars, moved on to new targets in the '80's, launching crusades against "radiation from telephones" (1983), "polluted currency" (1985),

"radioactive dental floss" (1989), "touching" (1991), "kissing" (1992), "all human contact" (1994). One year later, declaring that "everything can kill you!" he isolated himself in a

lead-walled, sterilized cave in West Virginia. He is now hard at work on what he calls his "most important project" —research exposing the pollution and poor safety standards we can expect "in the Hereafter!"



## BILLY MARTIN

This baseball veteran, who holds the record for "Number of Teams Managed" (24 in 29 years), left the Major Leagues in 1994 after punching out a crew of Umpires at San Diego Stadium.

Banned from the game by new Commissioner of Baseball George Steinbrenner, Martin briefly managed ■ Minor League club in Japan and a Little League team in Taiwan, then served as a Third Base Coach for the Fargo, N.D., Fillies, a woman's semi-pro softball team. Still chipper at 78 and a bouncer in a downtown Las Vegas tavern, Billy feels "certain" he will return one day as Yankee Manager.



## FIDEL CASTRO

After nearly three decades as the most powerful Communist leader in the Americas, Mr. Castro gave it all up in 1987, telling his people that "Marxism is a big bore!"

With that, he brought back tourism and casinos to Havana, and by 1994, controlled all of the gambling in the Caribbean. Today, 79 and a dapper dresser, he entertains high-rollers at his

Club Castro, denies any connection to organized crime and remains a bachelor, hobnobbing with show business celebrities. Recently he has been linked romantically with Farrah Fawcett (now 59 and separated from her 6th husband, Donny Osmond).





# A MAD LOOK AT



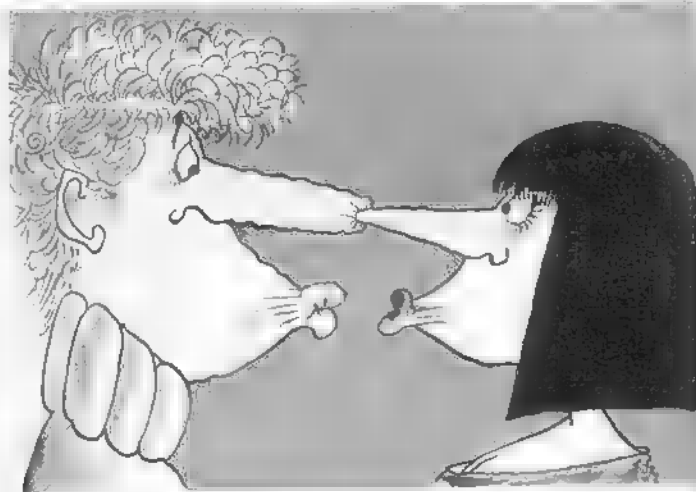
THE "WATER WORKS" KISSER



THE "BELL-RINGER" KISSER



THE "IT'S MY FIRST TIME, TOO!" KISSER



THE "YOUR NOSE OR MINE" KISSER



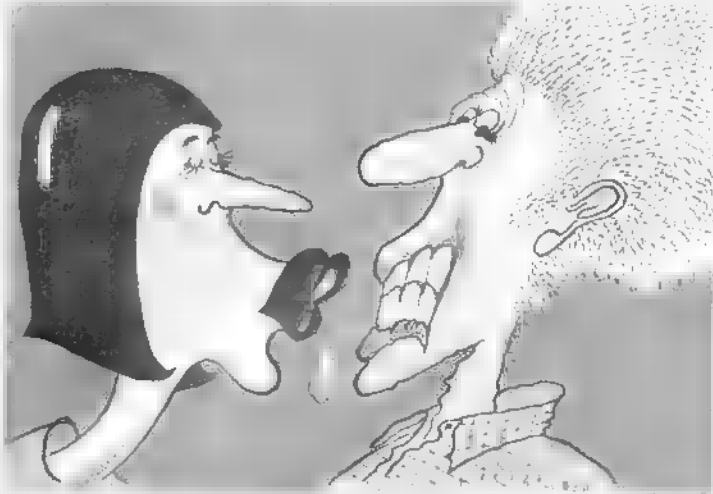
THE "LONG DISTANCE" KISSER



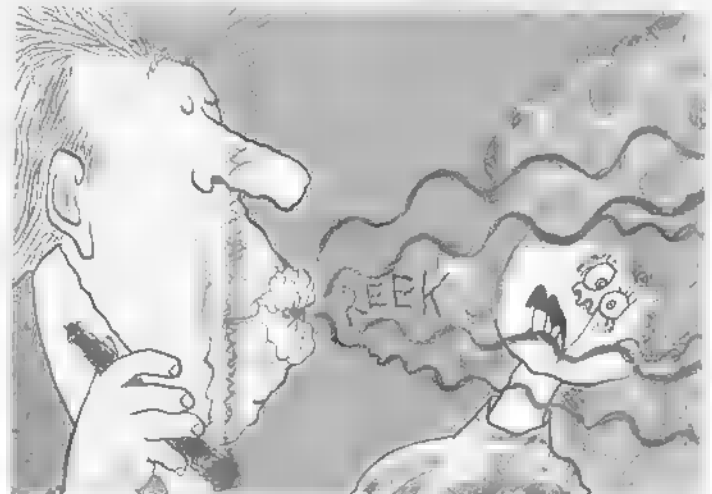
THE "PINCH A CHEEK" KISSER

# LOUSY KISSERS

ARTIST & WRITER: PAUL PETER PORGES



**THE "LACQUERED LIPS" KISSER**



**THE "KILLER-BREATH" KISSER**



**THE "LIVING CACTUS" KISSER**



**THE "AIR" KISSER**



**THE "MACHO" KISSER**



**THE "STATIC ELECTRICITY" KISSER**

# ONE DAY AT THE FEDERAL BUILDING

Okay! I'll talk! I'll tell **everything**! But what about my family? Their lives won't be worth a plugged nickel once the word gets out that I squealed to the Feds!!

We've already thought of that, Freenzetti, and it's all being **taken care of**! By the time you leave this building, you and your family will have **completely new identities**!



There's an old saying that swears: "Statistics don't lie!" Well, maybe they don't—but they sure can be made to fib a lot! If you don't believe us, just check out...

# A MAD GUIDE TO UNDERSTANDING STATISTICS

ARTIST: PAUL COKER

WRITER: DICK DE BARTOLO

HERE IS ■ EXAMPLE ■ HOW STATISTICS CAN ■ BLOWN WAY OUT OF PROPORTION

Here is the ad they ran...



And here is what the place looked like in reality...

The First Week...



The Second Week...



STATISTICS CAN ALSO BE DISTORTED AND SLANTED BY WHERE A SURVEY ■ TAKEN

For example...first study this ad...



And now look where the survey was taken...





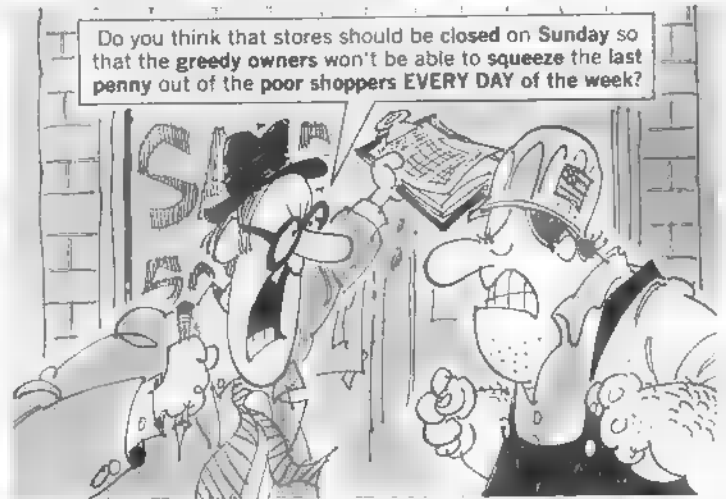
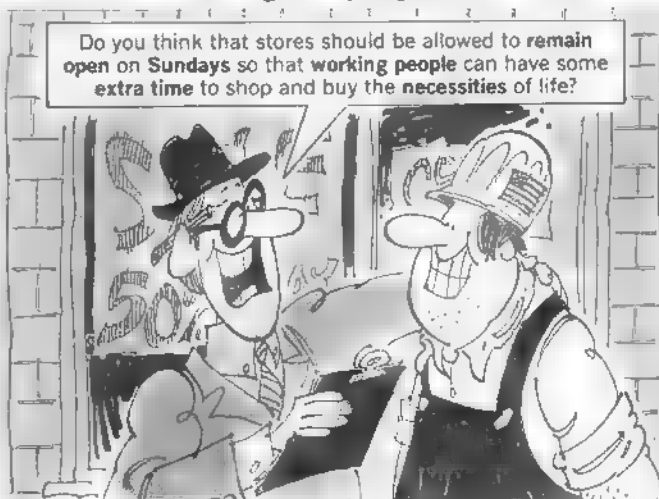
## IS IT POSSIBLE THAT TWO SURVEYS CAN SHOW TWO TOTALLY DIFFERENT ANSWERS?

Of course! In answer to the question, "Are you planning to get married?", one survey showed that 91% of those asked said "Yes!"...and another survey showed that 91% of those asked said "No!" How could this be? Again, ■ was where the question was asked!



## HOW A QUESTION ■ PHRASED HAS A LOT TO DO WITH THE RESULTS OF A SURVEY

For example...wouldn't you be tempted to answer "Yes!" to both of these questions—even though they represented diametrically opposing views of the very same issue...?



## AND, OF COURSE, WHO IS ASKED A QUESTION CAN ALSO SLANT A SURVEY RESULT

For example...if you wanted a high percentage of "Yes!" answers to the question, "Are you going to buy a Video Recorder this year?" which of these groups would you\* survey?



\*See? You're learning!!

IT'S PRETTY EASY TO ALTER THE ODDS ■ A SURVEY TO GET THE ANSWER WANTED

Even blind-folded...  
**7 OUT OF 10 PEOPLE  
 PICKED COKA**



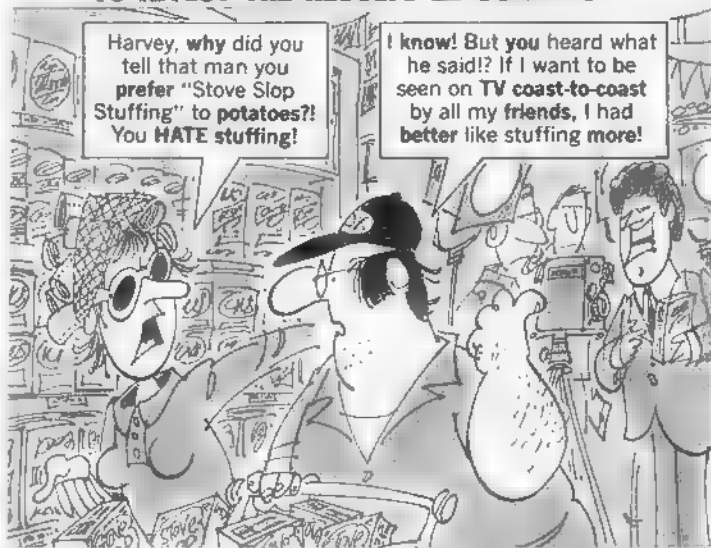
IN A RECENT TEST TASTE... KIDS PREFERRED

**GOLD HUMOR  
 ICE CREAM**

**9 TO 1 OVER THE COMPETITION!**



**AND THERE ARE OTHER SNEAKY WAYS  
 TO AFFECT THE RESULTS ■ SURVEYS**



**AND FINALLY, LITTLE "GIFTS" CAN  
 HELP SLANT THE SURVEY'S RESULTS**



## PUT YOUR FUNNY IN THE BLANK DEPT.

Most clods think they could become successful comedians if only they had the chance. They're all convinced that just one thing stands between them and national acclaim:

the vast sum of \$50 needed to hire a top comedy writer to prepare material for them. We think this adds up to discrimination against the poor, so we've assigned one of

Good evening, ladies and \_\_\_\_ ① \_\_\_\_\_. A very funny thing happened to me on my way over here from \_\_\_\_ ② \_\_\_\_\_. A bum came up and asked me to call him a taxi, so \_\_\_\_ ③ \_\_\_\_\_. But seriously, friends, I just arrived in your fine city after three wonderful weeks of playing \_\_\_\_ ④ \_\_\_\_\_. During that engagement, I ran into an old high school classmate who \_\_\_\_ ⑤ \_\_\_\_\_.

Speaking of that, what do you think about \_\_\_\_ ⑥ \_\_\_\_\_? Believe me, when I was younger, nobody would even dream of \_\_\_\_ ⑦ \_\_\_\_\_. As you may know, I grew up in \_\_\_\_ ⑧ \_\_\_\_\_. I'll never forget the first girl I dated. She was so \_\_\_\_ ⑨ \_\_\_\_\_. Now, as I've grown a little older, I'm just thankful \_\_\_\_ ⑩ \_\_\_\_\_.

Say—here's a joke for you. A fella goes to a psychiatrist and says, "Doc, I imagine I'm a rabbit." So the psychiatrist says, \_\_\_\_ ⑪ \_\_\_\_\_. How come nobody's laughing at this material? \_\_\_\_ ⑫ \_\_\_\_\_.

Incidentally, before I finish my act, I've been asked by several of you to \_\_\_\_ ⑬ \_\_\_\_\_. But what I'd really like to do is leave you with a bit of wisdom that was passed on to me by \_\_\_\_ ⑭ \_\_\_\_\_. When I told him I was going into show business, he just smiled and said, \_\_\_\_ ⑮ \_\_\_\_\_. I hope you'll remember that as I have. Thank you, and Gawd bless.

### FILL BLANK #4 FROM THIS GROUP

- A. in Las Vegas—on the upper floors of a sorority house.
- B. solitaire in the drunk tank of a small southern jail.
- C. second fiddle to a trained seal in a carnival side show.
- D. around with my neighbor's wife while he was in Chicago.



### FILL BLANK #5 FROM THIS GROUP

- A. told me a great joke in dialect, but I forget the punchline.
- B. passed along that gag about Jackie Onassis that I'm sure you've heard.
- C. had a funny story about the Pope meeting Bo Derek on a train.
- D. praised me for endorsing Brotherhood Week, even though I'm not Jewish.



### FILL BLANK #8 FROM THIS GROUP

- A. Brooklyn. Anybody else out there from Brooklyn?
- B. a tough Italian neighborhood. Any other Paisanos out there?
- C. a family of sanitary engineers. Any other garbage men out there?
- D. a closet hiding from evil spirits. Any other psychotics out there?



### FILL BLANK #9 FROM THIS GROUP

- A. buck-toothed that she ate corn on the cob through a picket fence.
- B. fat that in our graduation picture, she was the whole front row.
- C. talented that she grew up to be my close friend, Liza Minelli.
- D. desperate that she married me, so let's give her a big hand.



### FILL BLANK #12 FROM THIS GROUP

- A. I know you're out there because I hear you breathing.
- B. Just raise your hand if you want me to explain the jokes.
- C. There are hungry children in Asia who would gladly trade places with you.
- D. I'm sure the Man Upstairs has put me on Earth to spread happiness.



### FILL BLANK #13 FROM THIS GROUP

- A. hurry up and finish it already.
- B. sing five songs I recently had the privilege to record.
- C. add a little class to this routine by doing some Gay Polish jokes.
- D. set off an alarm clock so everybody can wake up and go home.



our own top \$50 writers to whip together a monologue of the type that has launched many of today's comedians on the path to fame and fortune. Since MAD cannot promise

success if every aspiring comic uses the same material, we've included enough multiple choice jokes for you to fill in the numbered blanks and thereby personalize . . .

# MAD'S DO-IT- YOURSELF COMEDY ROUTINE

WRITER: TOM KOCH

## FILL BLANK #6 FROM THIS GROUP

- A. all those sex change operations?
- B. motels that show X-rated movies?
- C. the way the girls jiggle on "Charlie's Angels?"
- D. the way I switch to off-color material when nothing else gets a laugh?



## FILL BLANK #10 FROM THIS GROUP

- A. that Alan King hasn't sued me for stealing this monologue.
- B. to have two lovely children who are both out on parole tonight.
- C. for all the awards I've received when others were almost as deserving.
- D. that I didn't live in an era when lousy comedians were put to death.



## FILL BLANK #14 FROM THIS GROUP

- A. Sammy Davis, Senior.
- B. Kermit the Frog.
- C. the last commissioner of the World Football League.
- D. my father, just before he was arrested as a flasher.



## FILL BLANK #1 FROM THIS GROUP

- A. germs.
- B. jerks.
- C. all you other women out there.
- D. my parents, who just celebrated their 60th anniversary, Lord love 'em.



## FILL BLANK #2 FROM THIS GROUP

- A. Anaheim, Azusa and Cucamonga.
- B. my hotel room, which is so small the mice are humpbacked.
- C. the store where I just bought this suit made out of recycled lint.
- D. a charity telethon where I worked for 23 hours, but please don't applaud.



## FILL BLANK #3 FROM THIS GROUP

- A. I bit him
- B. I said, "Take my wife--please!"
- C. I told him my girl went topless for a week and nobody noticed.
- D. I did my impression of Richard Nixon, which goes something like this.



## FILL BLANK #7 FROM THIS GROUP

- A. wearing pink leotards to a Teamsters' convention.
- B. showing up at a girl's house naked on the first date.
- C. Charging people money to hear a comedy routine like this one.
- D. refusing to die for his country, and I mean that sincerely.



## FILL BLANK #11 FROM THIS GROUP

- A. "That's nothing. My wife ran off with our marriage counselor."
- B. "I wasn't signaling for a turn. I was just drying my nail polish."
- C. "You wouldn't think this was a one-horse town if you had my job."
- D. "Know where my gorilla sleeps? Anyplace he wants to."



## FILL BLANK #15 FROM THIS GROUP

- A. "You can't tell a jackal by the color of his socks."
- B. "The higher the fewer."
- C. "The devil may wear many coats, but all of them need mending."
- D. "Don't rub your greasy hands all over the door knob."





FROM LOS ANGELES, CALIFORNIA... IT'S THE FINSTER FAMILY, HOWARD, KAREN, ANDY, LORRAINE AND JAYWALKER...

AND ALSO FROM LOS ANGELES —BECAUSE WE'RE CERTAINLY NOT GOING TO GIVE THEM THE MONEY AND AIRFARE—IT'S THE DOE FAMILY... JOHNBOY, LING, VITO, RUBY AND SVEN!

AND THIS IS THE TV GAME SHOW THAT MAKES THEM ALL INTO...

# FAN

Listen... I'm the HEAD of this dumb family, so I keep all the money we win!!

It was MY idea to try out for this show, so I keep all the money!!

Oh, yeah?!? Unless I get half the winnings, I'll tell America what a rotten Father you are!!

I wet my pants!!

I TOLD you to GO before the show!!

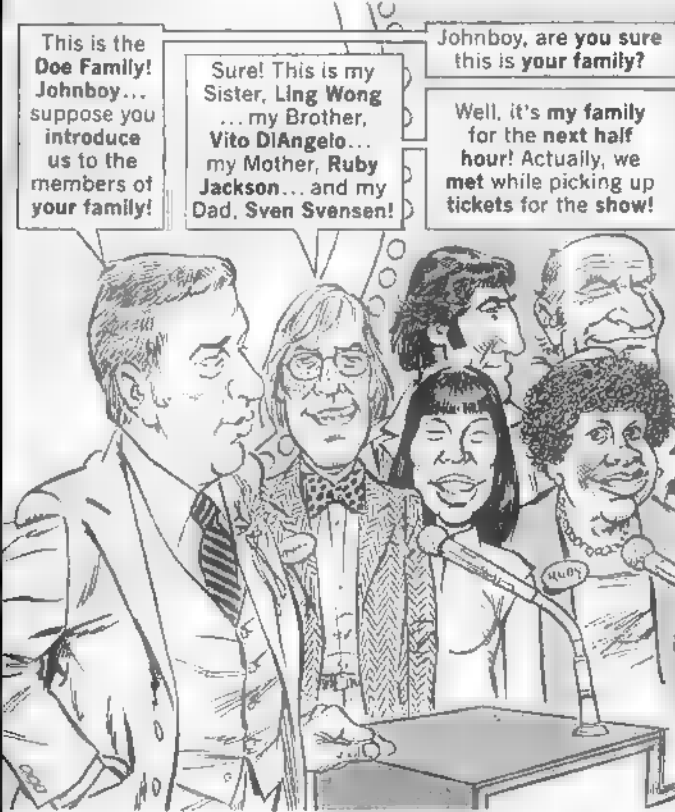
And that's when I wet them! Before the show!!

And now, here's the Host of "Family Fools", Richard Boreesome!

Hi, and welcome to "Family Fools"! And speaking of family fools, will someone please tell the Finster Family to stop fighting! They're supposed to fight with the OTHER family ... not with each other!!



# FAMILY FOOLS



ARTIST: ANGELO TORRES WRITER: DICK BIC



Okay... here we go! Name something that's **MADE IN JAPAN!**

**BUZZZ**

The Finsters buzzed first! What's your answer to something they make in Japan...?

**LOVE...!!!**

What has "LOVE" got to do with something that's made in Japan???

Nothing... but "MAKE LOVE" is always on the board!!

Well... let's see! By jove, you're right!! "MAKE LOVE" is number one!!

And now, you have a decision to make!

Do you want to play... or pass?

What happens if we pass???

God only knows! It's been so long since that's happened, no one can remember! So do me a favor and play!

**MAKE LOVE**



Andy? Something made in Japan??

**CARS!**

Good answer! **WONDERFUL!** You GOT it! Smart boy... or-uh... girl!

"CARS" is up there! Karen? Something made in Japan...??

**TV SETS!!**

That's IT!! **GREAT!!** A good answer! Nice going, Karen!! You DID IT!!

"TV SETS" is there! Lorraine?

Uh... **MAPLE SYRUP!**

What a **GREAT ANSWER!** Brilliant! **WONDERFUL!**

You call "MAPLE SYRUP" a wonderful answer to the question, "Name something made in Japan..."?!!

We sure do...!! Here... in front of millions of people, Richard! But when we get that idiot home, we'll KILL her!!



Sorry! **MAPLE SYRUP** gives you your first strike!

Jaywalker, you only need one answer to "Name something made in Japan," and you can play for **\$10,000!** I'll even give you a big hint! It's not **MAPLE SYRUP**... and it's not **PEANUT BUTTER**...!

Oh, shoot! You just took away my answer!

Sorry, you didn't answer in time! That's strike two! One more strike and the Doe Family will have a free try! Look at them there, in a deep huddle, deciding on an answer! Oh... our Stage Manager tells me they're NOT in a deep huddle... they're in a **DEEP SLEEP**...!!

Howard... your last chance...? "Something made in Japan..."?

How about **LITTLE JAPANESE!**

**GIGGLE!**

**GFAWWW!**

**HA-HAH!**

**SNICKER!**

That's not funny, Audience! That's degrading to the Japanese people! Now, if I'd said it, it would have been funny and not at all degrading!



Well, Finsters... you have three strikes, so the Doe Family has ■ shot at winning the game! They're dying to give their answer, and— Uh!... will someone please wake up the Doe Family so they can start dying to give their answer...?!!

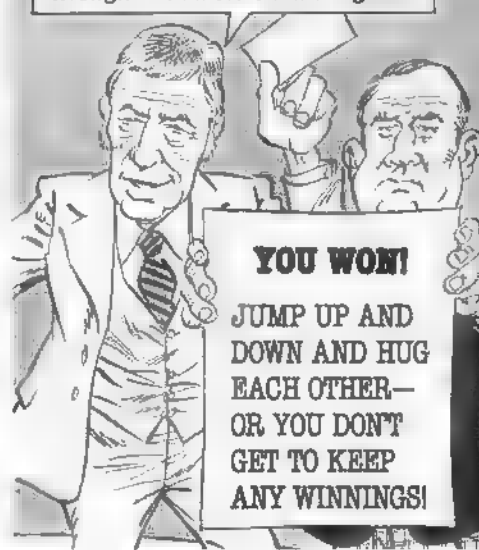


Our guess is RICKSHAW!

Rick Shaw was George Bernard Shaw's BROTHER, wasn't he??



Wrong!! The Finsters win the game!!



**YOU WON!**

**JUMP UP AND DOWN AND HUG EACH OTHER— OR YOU DON'T GET TO KEEP ANY WINNINGS!**

Now comes the part of our show that makes the demand for tickets to be in our studio audience so huge...

It's "Audience Participation" time!

This is the place where we reveal the unguessed answers on the board, and everyone reads them out loud!

Okay, here we go! "Something made in Japan"!

**RADIOS!**

**WATCHES!**

**CAMERAS!**



By the way! Be sure to check your local record shop for the new "Family Fools Album"! It contains 12 hit bands of 12 different audiences reading unguessed answers out loud!

Sir, I appreciate the fact that you brought Rosalyn and Amy and Billy and Miss Lillian... and I know that you're out of work and that \$10,000 is ■ lot of money... but that's it!! **ALL families MUST be interviewed before they can be on the program!**



Okay, it's time for the Finster Family to play for the \$10,000! Howard is out here with us, and Karen is backstage where she can't hear ■ thing!

That's right, Richard! I can't hear a THING!!

Will someone please check to make sure that Karen ■ in ■ sound-proof... and preferably an AIR-PROOF booth...?!!

I'm going to ask you five questions! However, since NBC is in last place in the ratings again, and it is in big financial trouble, we've made it just a little harder to win the \$10,000!

So instead of ■ seconds, you'll only have 3 seconds to answer! And instead of my reading you the questions, I'll let you FEEL them... because they're written in Braille! Okay, ready? GO...

Oh, I'm sorry! Time's up! I'm afraid that it means you don't win the \$10,000... but it does mean that the staff will get paid this week!

**HONK!**





But you don't go home empty-handed! Gene Bile... tell them what they get!

Ten cases of Dent-Teeth Gum!!

Chewing Dent-Teeth is like eating a toothbrush! And its rich sugary flavor will keep you coming back for more...

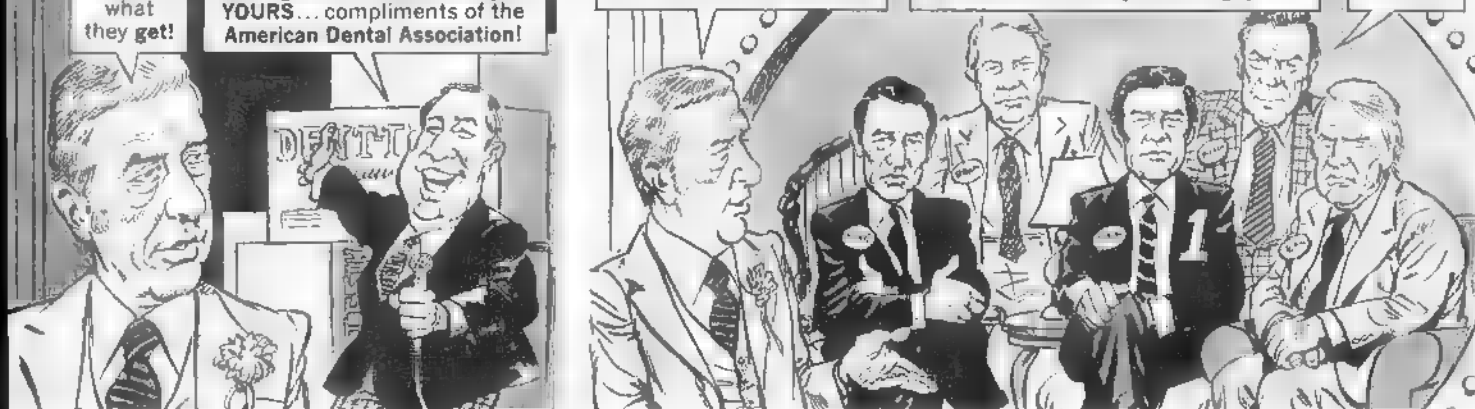
More gum, and more fillings!! YOURS... compliments of the American Dental Association!

And now, it's time for "Celebrity Family Fools"! This is the show where celebrities make fools of themselves! But it's okay... because they make fools of themselves on their own shows anyway!!

Let's meet Celebrity Group Number One... the team from "60 Minutes"! It's gorgeous Mike Wallace, lovely Harry Reasoner, the vivacious Dan Rather, the gregarious Morley Safer and the buxom Andy Rooney...

You kiss any one of us... and we'll beat the daylight out of you!!

Welcome to "Family Fools," guys!!



And to do them battle, the team from "Love Boat"!

As you know, we can't always have the **BIG LEADS** from every hit TV show...

...and so from "Love Boat"... here is **RAY PICHON**... the ship's hairdresser!

**MIKE WEEKS**, the cousin of the Lighting Engineer!

**RHODA FELDMAN**, who is Gavin MacLeod's personal secretary!

**DR. ALAN MARKHAM**, who is Bernie Koppel's Doctor in real life!

And **LYDIA FANG**, who has played a passenger in some of the long shots!!

What charity will your team be playing for...?

We're playing for the Brotherhood of American Retired Friendly Seamen... otherwise known as the **BARFS!!**

And I can see why!



Mike Wallace... what charity will your team be playing for...?

**NONE!** Did you know that the March of Dimes spends over a quarter to collect a dime?!? Did you know that the people at CARE don't really care?!? Did you know that all they do is **FIGHT** at the United Fund?

I see that you guys are almost as much fun **OFF** your show as you are **ON** it!

Okay, it's time to play! We'll take the first person from each team first and the team—

**BUZZZ...**

I'm **STILL** doing the explanation! Why did you buzz?

To keep from hearing **ALL** of the explanation!!

But that's unfair! Your opponents didn't have a chance!

That's okay with us! We built our entire careers on exposing people who are unfair!





Let me remind the audience you're playing for charity, so we would not look very nice if the questions were really tough! Now, with that in mind...

Here's the question! Name a television network!  
CBS...!

It's up there! Mike? A television network?  
ABC...!

It's up there! Rhoda...? Guess the third TV network and you're the winner!!

Before I do that, Richard, my Mother wanted, more than anything else in the world, to be here so you could kiss her! So I was wondering...?

If I could kiss you... and then you'd kiss her?

Close! I was wondering if you'd kiss her dentures! I have them here in this glass...

I'll cross that "bridge" later... giggle, giggle! Oh dear, that kind of humor makes me wish I was still on "Hogan's Heroes"!

What's the difference what show you're on! Your JOKES go back that far!



Okay, Rhoda, one more guess to go, and your team will play for the \$10,000! Name the TV network! There are three answers on the board, and so far, we have ABC and CBS!

Yes, my dear! There IS a third one!

First strike! No, PBS is educational!

Educational?! Oh, my gosh!! I'm sorry I said that on commercial television!

Don't worry! They'll bleep it out so the youngsters won't hear it!

Is there a third one?

Is it PBS?



Dr. Markham, it's your turn!

That's IT! How did you guess it??

I—I didn't guess! I was just reading the letters off the side of those TV cameras...!

Well, I don't want to say NBC is doing bad, but if you want to BUY one of those cameras, see me after the show! Now... two of you will play for \$10,000 for your favorite charity right after this commercial...

NBC!



This is a hold-up! Gi'me all the money and you won't get hurt!!

Give you all the money?!? What are you... NUTS?!? Get out of here, you creep!!

Joan!! Take it easy!! You're over-reacting!!

It must be my nerves! My Doctor says it's from too much caffeine!!

Why not try Sinka Coffee??

But I like REAL coffee!!

Sinka IS real coffee! All we do is take out the caffeine... and the flavor!!



### THREE WEEKS LATER...

Feeling better...?

I'm feeling WONDERFUL!! Thanks to Sinka Coffee, I'm just so RELAXED these days!

This is a hold-up, lady! Gi'me all the money...!

Oh, certainly! How do you want it? In small bills? Will you take checks? Do you have time for a cup of coffee...?



We're back now... and the team from "Love Boat" is playing for \$10,000! Rhoda is off-stage... and Mike will go first! You have 15 seconds to answer these five questions which we asked of 100 people! Or do you have 5 seconds to answer these 100 questions we asked of 15 people??

Oh, it really doesn't matter! Just remember the one cardinal rule of the show: **Scream... holler... and jump up and down a lot!!**

Okay... something you do in the morning?

Make love!

Something you do at night?

Make love!

Something a housewife might ask her carpenter to make?

Make love!

Something you do instead of making war...?

Make love!!

And finally... something people do at an Office Christmas Party...?

Make love!



Mike, it's amazing how your mind goes off in so many directions!!

Now, you've got 187 points so far! If Rhoda comes out and gets an additional 13 points, you'll have 200 points and your charity will get \$10,000... minus a few production costs, some technical fees and a certain amount of overhead!

Let me put it this way, they could, end up owing us very little money!



Okay, bring Rhoda out of the sound-proof booth, now Rhoda, we asked Mike five questions, and...

Make love!  
Make love!  
Make love!  
Make love!  
Make love!

Y'know, I really think we should spring for a few bucks, and buy ourselves a new sound-proof booth!



Well, folks! This is what your charity has won...

Wow! They won \$1,135!

Well, not exactly! They won this Cue Card! This card has been seen on network TV so it should be worth... er, dollars!!



\$1135<sup>00</sup>

That's not fair!

Hold it! We need more than this for making fools of ourselves!

Let's do one of our real slander pieces on this show!!

Hey, how come WE didn't get a free case of Dent-Teeth Chewing Gum...?

You're all TOTAL IDIOTS!! I wish that we were a REAL family so I could dis-own you!

How come you're so good at home and so stupid here!!

Well, so much for this edition of "Family Fools"! Too bad the show's over, because this is where the REAL feuding begins! The GREED that shows up when people try to divide \$10,000 has split up more of our families than "The Newly Wed Game"!

So if you think you've got a "real together" family, give it the supreme test! Try playing "Family Fools"! Good-night ...!





**WHAT KIND OF  
OBSCENITY  
MAKES PARENTS  
HATE SENDING  
THEIR KIDS TO  
THE MOVIES?**

## HERE WE GO WITH ANOTHER RIDICULOUS **MAD FOLD-IN**

The Movie Business is changing all the time, and some aspects of it have become rather offensive lately. But there is one particularly objectionable item that has parents really aroused. To see what it is... fold in page as shown at the right.



**FOLD PAGE OVER LIKE THIS!**

**A** ➤

FOLD THIS SECTION OVER LEFT

◀ **B** FOLD BACK SO "A" MEETS "B"



ARTIST & WRITER:  
AL JAFFEE

**LATELY, MANY ANGRY PARENTS HAVE BECOME SICK AND  
TIRED OF THE MOVIE INDUSTRY. THEY FEEL THAT IT'S A RACKET  
PRIMARILY DEVOTED TO TURNING THEATERS INTO "PORN" PALACES**

**A** ➤

◀ **B**



